

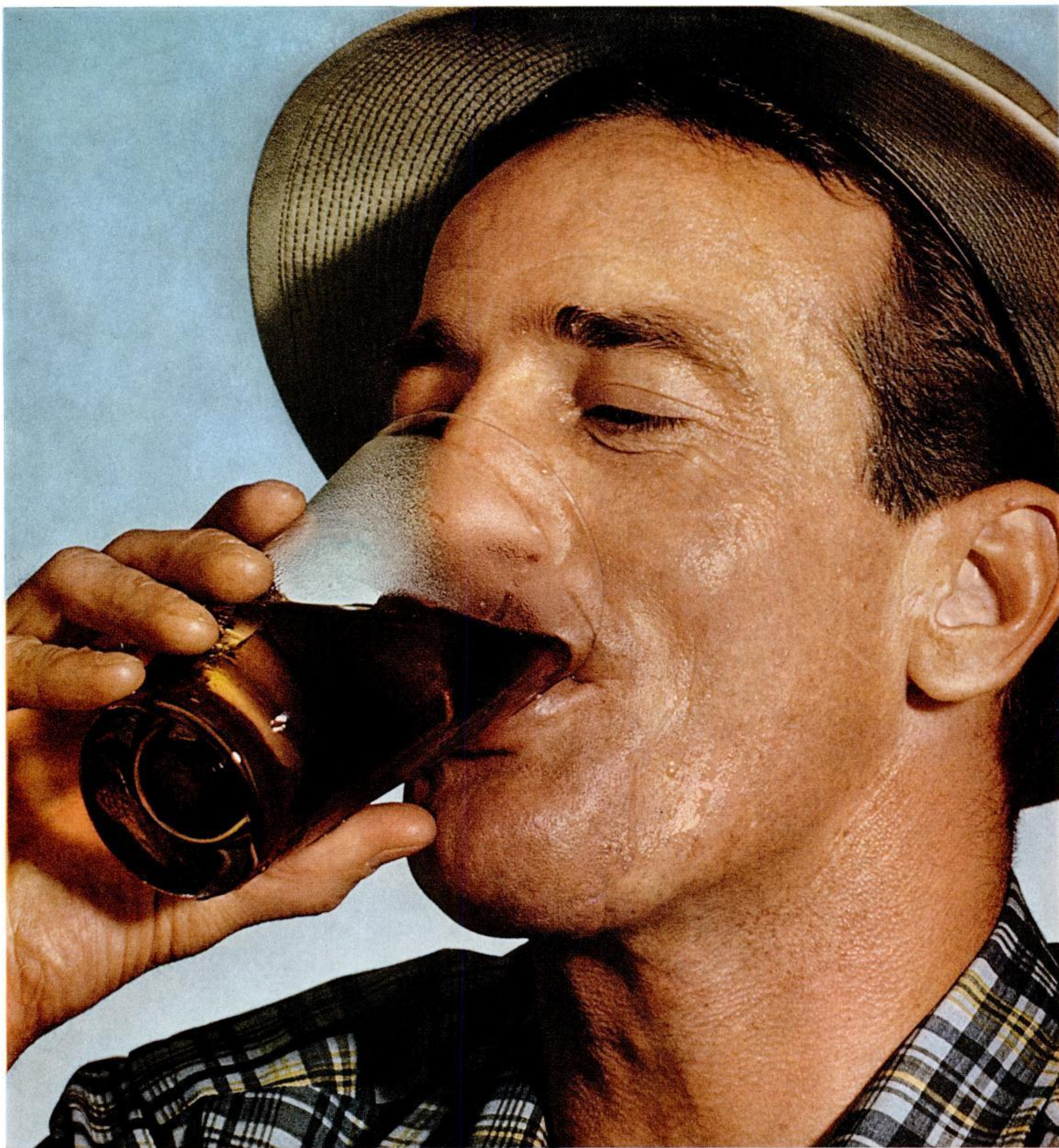
LIFE

BOLD PROPOSAL FOR PEACE A NEW KIND OF GREAT WHITE FLEET



HOW U.S. SHIPS WOULD
SAIL ON MERCY MISSION

JULY 27, 1959



Especially in summer...
switch to Sanka Coffee

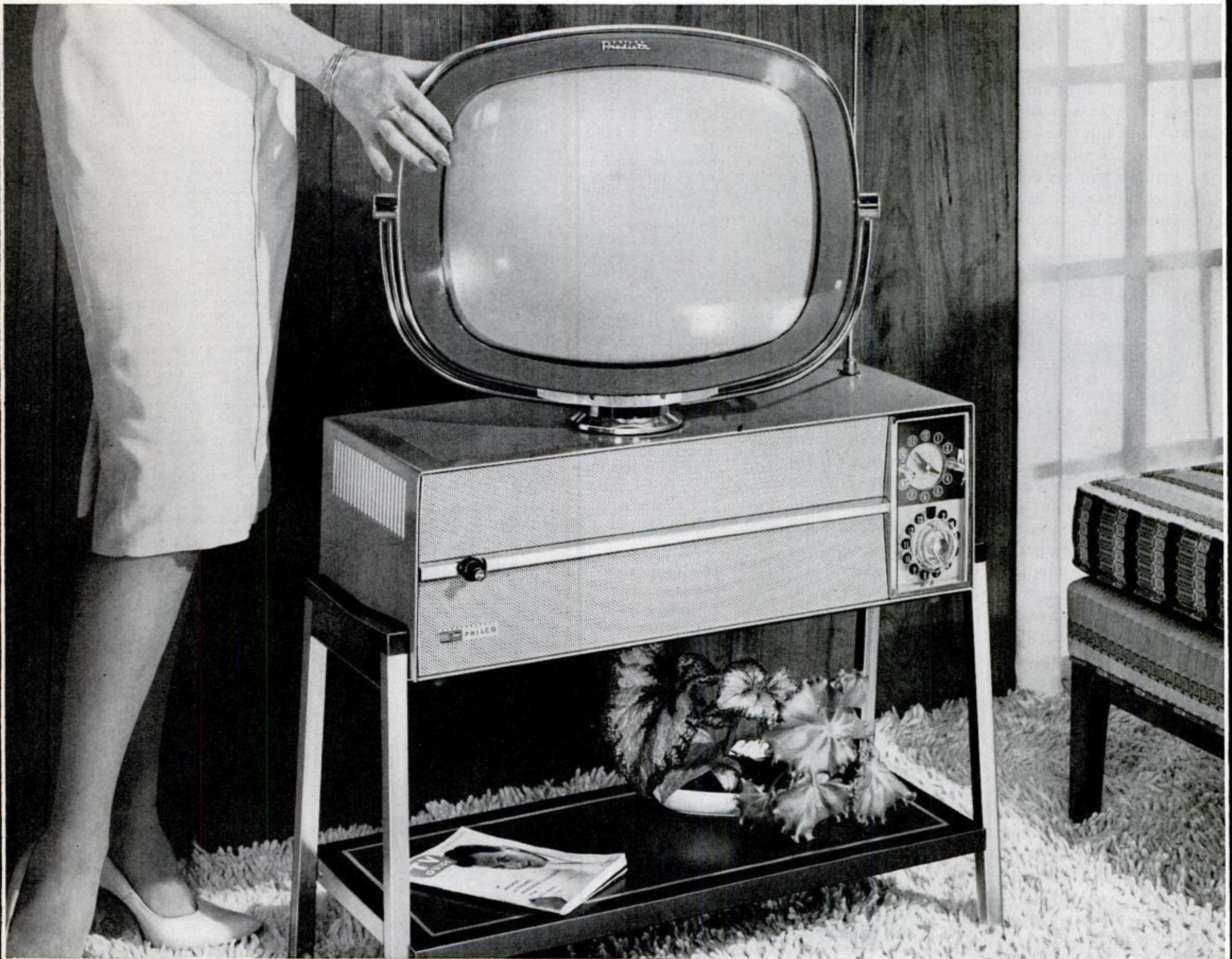
Keep cool—keep calm—with new Sanka iced—
the coffee you can drink by the gallon!

New Aroma-Roast Sanka . . . All the best of the coffee bean—aroma, flavor, but not caffeine!



Still 97%
Caffeine-Free

NEW PHILCO SWIVEL-SCREEN CONSOLETTA



MODEL 3412 SHOWN ABOVE WITH AUTOMATIC CLOCK CONTROL

17-INCH DIAG. MEAS. 155 SQ. INCH VIEWABLE AREA

Predicta Decorator TV priced from \$199⁹⁵ MODEL 3408 WITHOUT CLOCK

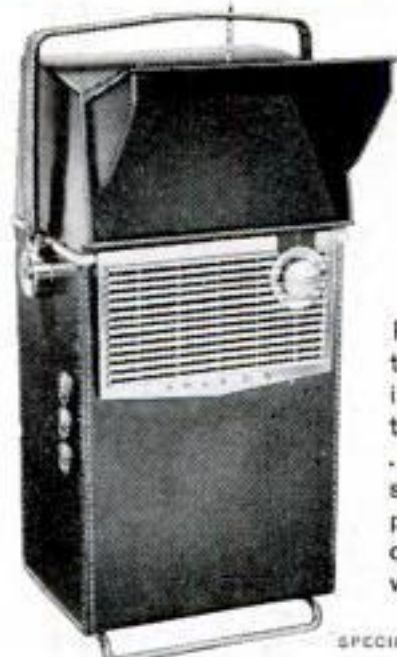
Compact, beautiful, and the screen swivels a full circle! Beam the picture in any direction. Siesta, shown above, even has automatic clock controls. Turns on your favorite programs... turns itself off at night!

Philco Consolettes come in five fashion-wise colors — gold, charcoal brown, vermilion, beige and mahogany finish. Handsome stand (included at no extra cost!) has gleaming brass legs, useful decorator shelf. Complete unit measures just 12 inches deep!

Super-powered Predicta chassis has Perma-Circuits. Sound out front, fingertip controls, built in Pivot-Tenna! Go see these new Philco Consolettes, priced from \$199⁹⁵

MODEL 3408

★ On September 12, Philco brings you the exciting Miss America Pageant — "live" from Atlantic City.



PHILCO
Safari
World's First
Transistor
Portable TV!

Plays anywhere...even in the brightest sunlight...on its own rechargeable battery. Sensational picture...like looking at a theatre screen. Weighs just 15½ pounds. Genuine leather case, natural or black, with handsome stitching.

SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE.

NEW SLENDER SEVENTEENER HAS



REMOTE CONTROL
at no extra cost!

New-Matic remote control turns set on and off, changes channels. Exclusive Scan-Tenna handle has powerful, zip-out, 39" dipole antenna. It rotates, locates strongest signal. Slender Seventeeners are available in a variety of colors and finishes.

PHILCO

QUALITY FIRST!

This One



81KD-6QE-A2KG

LIFE, A CRUSADER NOW AS ALWAYS

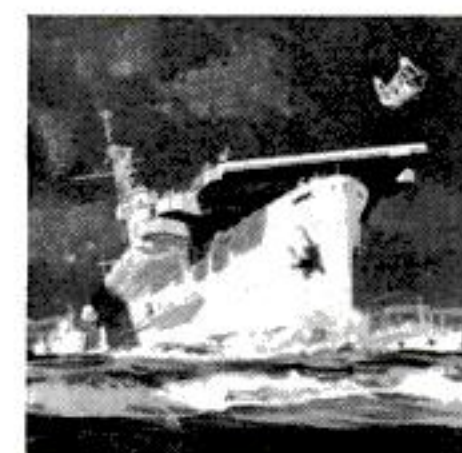
People of other countries look up to—and sometimes criticize—us Americans for our production know-how and crusading idealism. An astute foreigner, R. L. Bruckberger, pointed out in LIFE (July 13) that the two are connected and that the know-how is successful because it benefits the whole community. We go along with Bruckberger because many of LIFE's great triumphs have been crusades for good causes. In this week's issue we crusade for a simple but imaginative new way of promoting peace and also for a more sensible approach to growing old. Our crusading got under way over 20 years ago when our famous *Birth of a Baby* story (April 11, 1938) struck a blow against harmful ignorance. At the same time, by proving photographs can handle touchy subjects with honesty and taste, we were crusading for our own new medium, photo-journalism.



BABY BORN IN 1938

As our photo-journalistic know-how has grown, we have taken on many big causes. Our article, *Inmates of Asylums* (LIFE, May 6, 1946), was an exposé which resulted in reforms for many mental institutions. Long before Sputnik we stumped for science education with our *World We Live In* series. Recently we have urged a clean-up for the Teamsters (May 18-June 1) and more livable homes (Sept. 15-Oct. 6, 1958). Sometimes, just by reporting a situation, we do a lot of good. Our story of the nurse midwife (Dec. 3, 1951) moved readers to send her \$18,500 for a clinic.

In Part III of our series on old age (pp. 76-90) we are out to show how retired people can lead happier, fuller lives. An expert on the subject, Dr. Michael Dacso, gives advice for everyone who expects to grow old (who doesn't?) or has old folks in his family. And we let four happily adjusted old people tell in their own words the successful formulas they live by.



HOPE OF THE FUTURE

Our lead story (pp. 17-25) we throw our weight behind an inspired idea in foreign relations: a New White Fleet which would bring help and mercy to people in need all over the world. We would like to see Americans turn the vision of the White Fleet into reality in the same way that French children turned the Statue of Liberty into reality for America—by contributions of sous and centimes a few at a time. This is always one of the best kinds of idealism and promoting it gives us one of the greatest satisfactions our publishing know-how can provide.



BIG MENACE IN 1959

old people tell in their own words the successful formulas they live by.

In our lead story (pp. 17-25) we throw our weight behind an inspired idea in foreign relations: a New White Fleet which would bring help and mercy to people in need all over the world. We would like to see

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COVER

America's "Great White Fleet" of the future, projected here in a painting by Noel Sickles, steams on a mission of mercy to one of the world's disaster areas. At center an escort carrier launches a helicopter ambulance. At right is a hospital ship and behind the carrier are other supporting vessels of the fleet (see pp. 17-25)

THE WEEK'S EVENTS

The Editors of LIFE present bold peace plan for the U.S.: a new "Great White Fleet"; unarmed ships, loaded with goodwill, would carry out mercy missions. The author explains his big plan. By Frank Manson, Commander, U.S. Navy

When democracy died in Castro's Cuba. Text by Thomas Dozier

A Look at the World's Week

EDITORIALS

Danger: Hoffa man at work
A goodwill idea with a future

PHOTOGRAPHIC ESSAYS

Mean musky in fierce fight: legendary freshwater giant is an acrobatic catch.

Photographed for LIFE by George Silk

Old Age: Part III. Practical ways to be old and happy: while an authority, Michael M. Dacso, M.D., tells what we can all do for ourselves and for others, four resourceful elders show how each has built a productive new life

ART

The last of a master: satirical art of George Grosz impaled chaotic times

ANIMALS

Steel teeth for cattle can double cow's lifetime

CLOSE-UP

Well-organized wonder boy: Charles Harting Percy, successful businessman and head draftsman of program for Republican party

THEATER

Ethel Merman pulls them in to most profitable Broadway musical, *Gypsy*

MOVIES

Tense time on stand in a great new courtroom drama, *Anatomy of a Murder*

FASHION

Propaganda goof over U.S. fashions: Russia-bound integration puts lady editors in flip. By Eleanor Graves

PARTY

A beach ball for Model T fans

OTHER DEPARTMENTS

Speaking of Pictures: winners of colossal sew-off: club ladies model own prize outfits

Letters to the Editors

Miscellany: a classic spectacle of flight

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	89—DAN WEINER FROM BRACKMAN ASSOCIATES
	90—VISITING NURSE SERVICE OF NEW YORK
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	96—PHIL GLICKMAN FOR LOS ANGELES EXAMINER FROM U.P.I.

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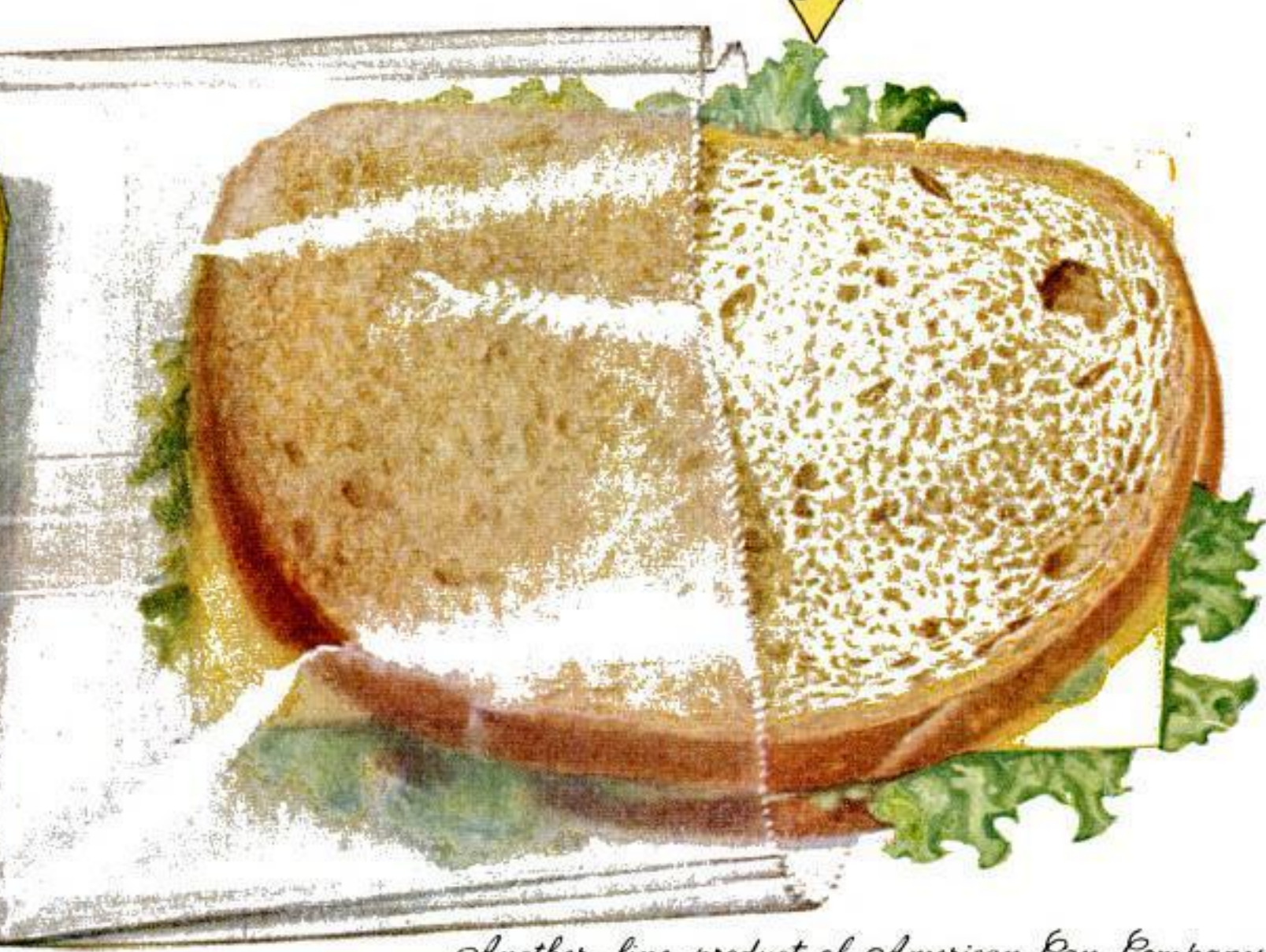
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TO TIRE SAFETY!"**

says Tom McCahill, America's most famous test driver and car expert

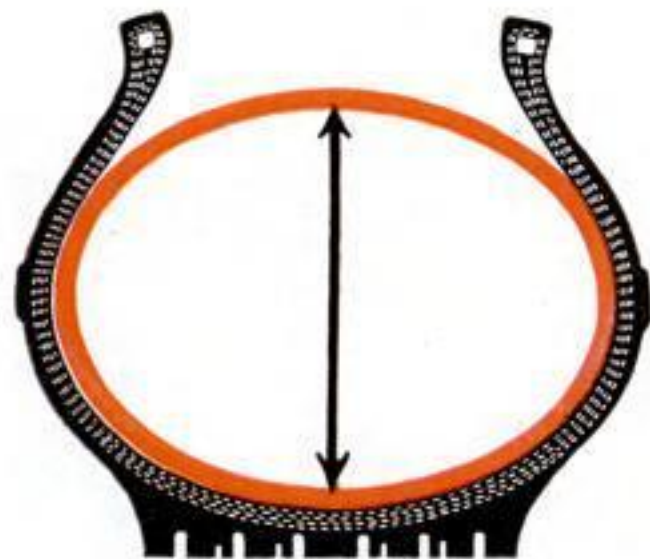
"When I'm drilling a test car down the pike at all the law allows, guess what worries me most," says Tom McCahill.

"That's right—my tires! With today's big cars and nonstop speedways your tires get as hot as a fireman's future!

"Heat hates tires—wears 'em out, burns 'em out, blows 'em out!

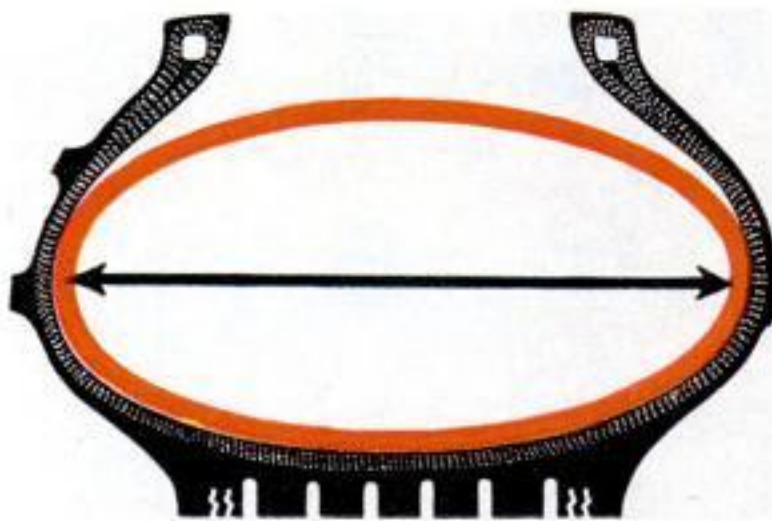
"That's why I'm singing the praises of U. S. Royal's new Low Profile Safety-Shape tires. They don't flex as much. They don't work as hard. They run cooler. They run safer. They last longer. They grip better. Wouldn't travel the turnpikes for pleasure without 'em."

Don't settle for less than maximum safety. Protect your family with this great new safety "first" from U. S. Royal—the first new tire construction designed to meet and exceed today's driving conditions. See your U. S. Royal Dealer... at the sign of the Safety 1st shield.



CONVENTIONAL TIRES

Safety-minded tire manufacturers have constantly sought to improve tires, year after year. But until now, none of them has gone beyond conventional tire construction. A completely new method of tire construction was called for.



LOW PROFILE TIRES

New U. S. Royal Low Profile tires represent a radically new type of tire engineering. They are lower, wider, safer. Their unique safety-shape gives them a "cool-flexing" action... keeps them 13° F. cooler than conventional tires... gives them greater protection against blowouts... far greater tread mileage.



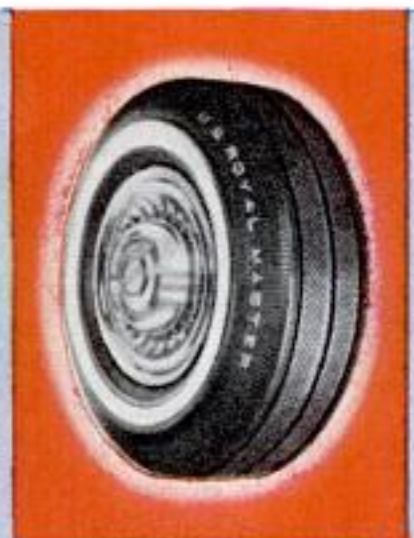
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new way to build tires



TIRES!

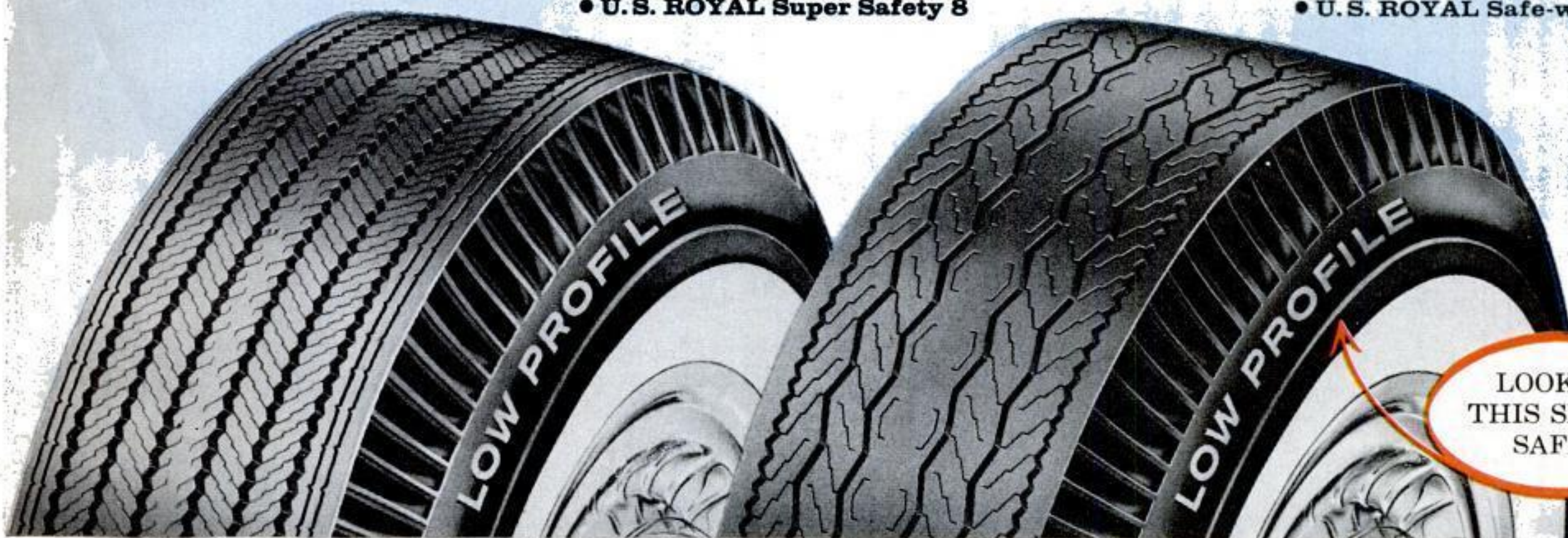


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NOW PRICED WITHIN REACH OF ALL IN THESE NEW U.S. ROYALS

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- TUBELESS

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U.S. ROYAL TIRES

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SPEAKING OF PICTURES

Winners of Colossal Sew-off

CLUB LADIES MODEL OWN PRIZE OUTFITS

The photographs on these pages were taken by willing husbands, helpful relatives and obliging friends as part of a colossal countrywide sewing bee. Some 226,000 women, members of the General Federation of Women's Clubs, took up needle and thread to compete in making "the ideal costume for the clubwoman's wardrobe." They were judged on the pictures they sent in of themselves in their costumes.

Despite the contest's requirement none of the winning club ladies wound up looking anything like Helen Hokinson's famous prototype. The contest had only one rule—that the ladies choose a Vogue pattern to work from. By far the most popular pattern was a stylish, high-waisted dress and jacket costume (*lower left*). The entries were judged by their usefulness, how well they suited the makers, their over-all sense of style, and workmanship.

The ladies on these pages are some of the state winners. Among them are the three grand prize winners. Readers who consider themselves style experts can try to pick the top winners, check their acumen by turning the page.



VIRGINIA Mrs. A. K. Bott Jr. of Fairfax made a coffee-color wool dress and jacket which she wore with matching shoes and a deep cloche hat. The top of the dress and the jacket lining are of gold silk.



COLORADO A pink linen sheath was made by Mrs. Stephen Spencer of Denver, shown in her living room with her poodle. The dress, which Mrs. Spencer wore with a flowered pillbox, has a jacket.



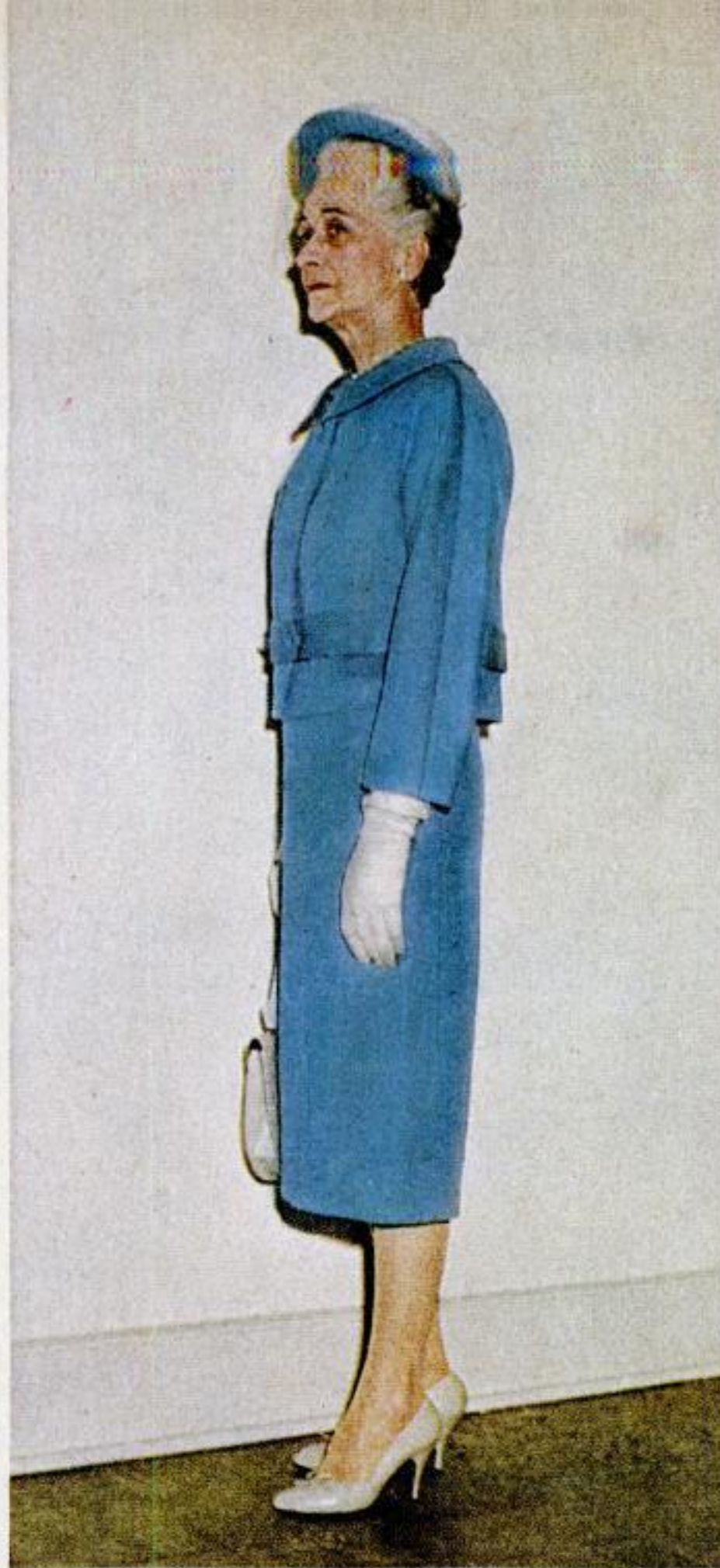
PENNSYLVANIA Most popular pattern was chosen by Mrs. Vance Scout of Camp Hill. It has high-waisted skirt and jacket, cap sleeve top. Mrs. Scout's version is of royal blue flannel with print blouse.



OKLAHOMA Mrs. John Jenicek of Medford shows her double-breasted suit with a wide collar and fringed tie in front of a neighbor's car. She made it up in a blue and green basket-weave tweed.



TEXAS Mrs. Fred Dellone Jr. of Monahans made a beige shantung dress and jacket. She chose several accessory changes. Here she wears small flower hat. She also showed big red and beige hats, fur stole.



GEORGIA A dress and boxy jacket in brilliant aqua were selected by Mrs. W. G. Wingate of Ellijay. The simple straight lines of the suit were eased by her choice of fabric, a soft velvety duvetyn.



NEBRASKA Posing in front of her home in Lincoln, Mrs. Robert Wise wears the skirt of a purple flannel two-piece suit with a lavender silk shantung blouse. A lavender flower hat goes with her suit.



KANSAS A dressy wool suit with a cropped boxy jacket and slim skirt was produced by Mrs. James Jenkins of Independence. Mrs. Jenkins also made a square-necked white satin blouse to wear with it.



NEW HAMPSHIRE Fall wardrobe was made by Mrs. Philip McInnis of Concord. It consists of a sheath and jacket and a nubby tweed coat. Mrs. McInnis wore outfit with hat shown, and white turban.



CALIFORNIA Mrs. Gordon Steele wears a black and white houndstooth jacket over a bare-armed sheath at a Santa Barbara mission. The dress has piqué front and so does Mrs. Steel's black pillbox.

CONTINUED



FIRST PRIZEWINNER is Mrs. Dellone of Texas (*top left, preceding page*), who often sews for her daughter but had not made a dress for herself in 10

years. Here she has taken jacket off, wears dress with sheared beaver stole. Second prizewinner was Mrs. McInnis of New Hampshire, third, Mrs. Wise of Nebraska.

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one of the herd
when you have the
policy with the **P.S.***

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PHOTOGRAPH BY TOM HOLLYMAN

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LETTERS TO THE EDITORS

GARDNER McKAY

Sirs:

You asked us girls about Gardner McKay and in my opinion there is a word for him—he's the ginchiest ("A New Apollo for the Ladies," LIFE, July 6)!

I think the girls in America are really going to go for him in a big way whether he can act or not.

JOANNA SMITH

Santa Monica, Calif.

Sirs:

What do I think about Gardner McKay? Wow!

LAURIE PUMPELLY

North Pomfret, Vt.

Sirs:

In answer to your question: Grrrrrrrruff.

LORRAINE KALAN

Willoughby, Ohio

Sirs:

Gardner McKay bears an uncanny resemblance to a well-known portrait of George Gordon, Lord Byron.

SUSAN S. SHICK

Mount Vernon, Ohio



LORD BYRON

GARDNER McKAY

Sirs:

You can imagine my utter amazement at your drooling story on Gardner McKay when I and a handful of other gals used to refer to him as the "spook." I worked at the same studio he did for about a year and his gangling, brooding looks never failed to give us a chill.

DORIS ROBERTS

Hyattsville, Md.

Sirs:

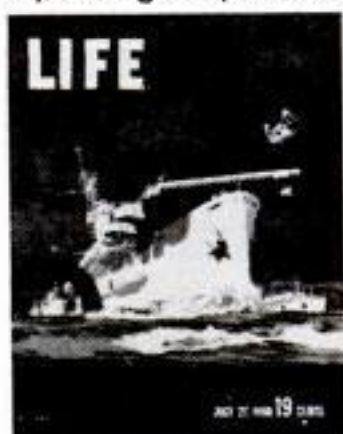
Thank you for your article about me. Why were you all so complimentary? I certainly came away from it all smelling like a carnation.

There's a correction in the article; I was president of my freshman class until the student council met and decided that my zealous friends had violated too many rules of good campaigning and threw me out. My reign was no more than three or four days.

GARDNER McKAY

Los Angeles, Calif.

LIFE 540 N. Michigan Avenue, Chicago 11, Illinois



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Sirs:

I had not seen Moose McKay since he left Cornell in the spring term of his sophomore year to make mobiles in Greenwich Village.

As nice as it is to see him again I feel that I should point out that Moose (Gardner, if you insist) was *not* president of his class.

In my own files I found this picture (right) of Moose taken for the *Widow*, the Cornell humor magazine. Your readers might find that Moose was even better looking at 19 or 20 than he is now.



NAOMI J. KAHN

Vacaville, Calif.

BIG SUR

Sirs:

Thank you for including our modest hermitage among the wonders of Big Sur ("Rugged, Romantic World Apart," LIFE, July 6). But your description of us as "... dedicated to propagating the arts" flabbergasted us. The spirituality of the Camaldolese Hermits does encourage freedom of individual expression, and consequently the order has contributed to artistic currents—but this remains utterly secondary and arises only because we are poor mortals and cannot always be on our knees. But the reason for existence of the Camaldolese Order is contemplation, and that is our vocation in the Church.

DOM AUGUSTINE MODOTTI

Big Sur, Calif.

HOUSE OF ROTHSCHILD

Sirs:

"The Fabulous House of the House of Rothschild" (LIFE, July 6) looked different when I helped liberate it late in August 1944. The tapestries, pictures and all portable statuary had been removed by the rapidly departing German officers fleeing the approach of our unit. Unfortunately the vehicles with the loot escaped, but most of the personnel met with sudden disaster.

R. A. PRESTON

Culver City, Calif.

SWEDISH PUNCH

Sirs:

You have captured the suspense, romance, and dramatic impact that filmdom has tried many times to portray ("World Is Stunned by Swedish Punch," LIFE, July 6). Your magical camera has done it again.

ROBERT AUGER

Stockton, Calif.

Sirs:

This picture was taken at the Massena, N.Y. airport at 11:10 p.m. on Friday evening, June 26. Nixon had arrived for the St. Lawrence Seaway ceremonies.

He had just been told that Johansson had won the heavy-weight championship. His stunned "He did?" and the incredulous look on his face were probably duplicated in many parts of the country that night.

NICK J. PODURSKI
Massena, N.Y.



EDITORIAL

Sirs:

Your editorial "Fourth of July and the Crown" (LIFE, July 6) says much better the things I have tried to impress upon some European friends.

Your argument comes near being a Declaration of Intention, addressed to the entire world. It is a platform around which American public opinion should rally, a clear pronouncement of our moral purpose in the struggle with the totalitarian powers, a firm insistence that free, morally responsible self-government must come to prevail with all the people of the world.

HANS W. LUESCHER

North Hollywood, Calif.

QUEEN'S STORYBOOK TOUR

Sirs:

Three rousing cheers for your story "Queen's Storybook Tour of Canada" (LIFE, July 6). It was a stirring reminder to us stateside Americans. Elizabeth, Queen of Canada, receives the same respect and support from Canadians that she receives from her own island realm.

JOSEPH BALLARD

Tigard, Ore.

Sirs:

You mention a unit called the Van Doos without even quotation marks. While it is quite correct that the nickname of that organization is so pronounced, you should have added for the benefit of your non-French-speaking readers that this is written *Vingt-Deux* and is French for "22nd," the unit having as its full title "The Royal Twenty-Second Regiment."

FRANK E. G. WEIL

New York, N.Y.

THE MASTER IMPOSTOR

Sirs:

Robert Crichton's article, "Uproarious Trip with the Master Impostor" (LIFE, July 6), was the most delightful bit of reading I have done in a long, long time.

What a wonderful creature this Fred Demara is! He is everything that everyone has dreamed he wanted to be at one time or another, but never could be.

EVANGELINE GRAVIS GAUSE

Jacksonville, Fla.

Sirs:

I thought you might be interested in Fred Demara's latest exploit. I saw his picture (left) recently in the current yearbook of Culter Academy in Los Angeles.

He was identified as Jefferson Thorne, eighth-grade teacher. He departed in haste, leaving behind him a litter of personal belongings but nothing to link him with his masquerade.

ARTHUR KAYE

New York, N.Y.



"JEFFERSON THORNE"

• Demara passed himself off at Culter in February as an experienced teacher and a re-

formed alcoholic who had undergone a Christian conversion. According to the yearbook, "Mr. Thorne's boys built an ant colony and the girls incubated a chicken egg." Demara left at about the time letters from his "references" would have arrived.—ED.

CRAWLING COMBAT TOY

Sirs:

I disagree that these latest cardboard box tanks are as fine and harmless as their inventor would like them to appear ("A Crawling Combat Toy," LIFE, July 6). A tot could, by his innocent carelessness of direction, be killed by an oncoming car or even by one backing out whose unsuspecting driver might simply have thought he was driving over a carelessly dumped piece of cardboard.

FRIDERIKA M. WUTHOLEN

North Adams, Mass.

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PRESENT

PAST

FUTURE?



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Western Electric



Western Electric manufacturing and supply unit of the Bell System

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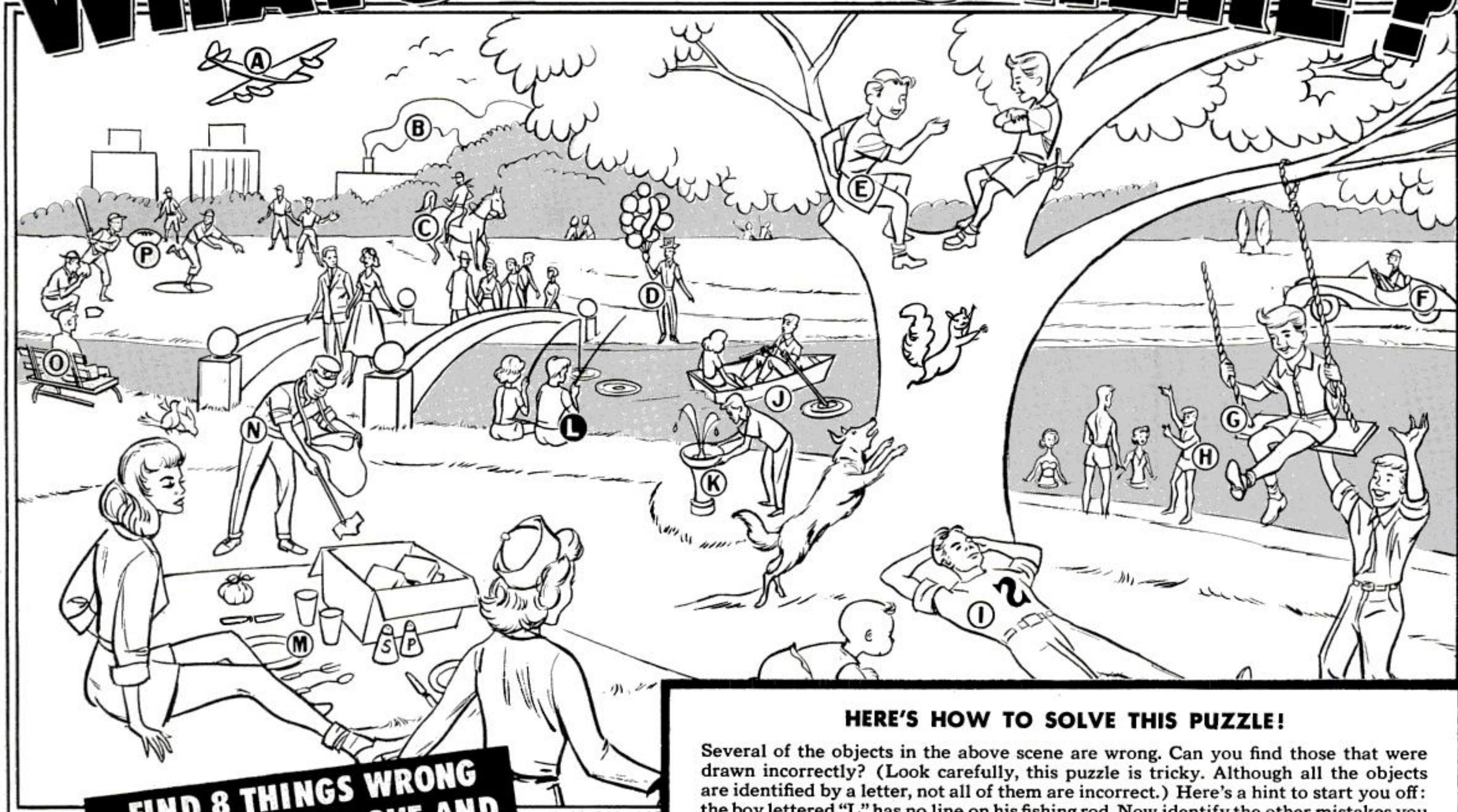
STIRRING SEND-OFF TO THE 2,000-MILE DASH. Prelude to the Transpacific Race, grueling test of seamanship. Under the gaze of a thousand spectators on idling runabouts and cruisers, the bright fleet jockeys at the line. In a moment, the starting signal, and a beginning made memorable with V.O., the festive spirit, smooth and satisfying choice wherever great events are celebrated.

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DELUXE SLIM NOTE PAD**

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Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

HERE'S HOW TO SOLVE THIS PUZZLE!

Several of the objects in the above scene are wrong. Can you find those that were drawn incorrectly? (Look carefully, this puzzle is tricky. Although all the objects are identified by a letter, not all of them are incorrect.) Here's a hint to start you off: the boy lettered "L" has no line on his fishing rod. Now identify the other mistakes you find by putting an "X" through each letter in the coupon that refers to an incorrect object. The gift you receive will depend on the number of mistakes you are able to discover. Cross out either 5 or 8 letters in the coupon and mail for your FREE GIFT!

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CROSS OUT 5 OR 8 LETTERS

(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P)

Name _____

Address _____

City _____ Zone _____ State _____

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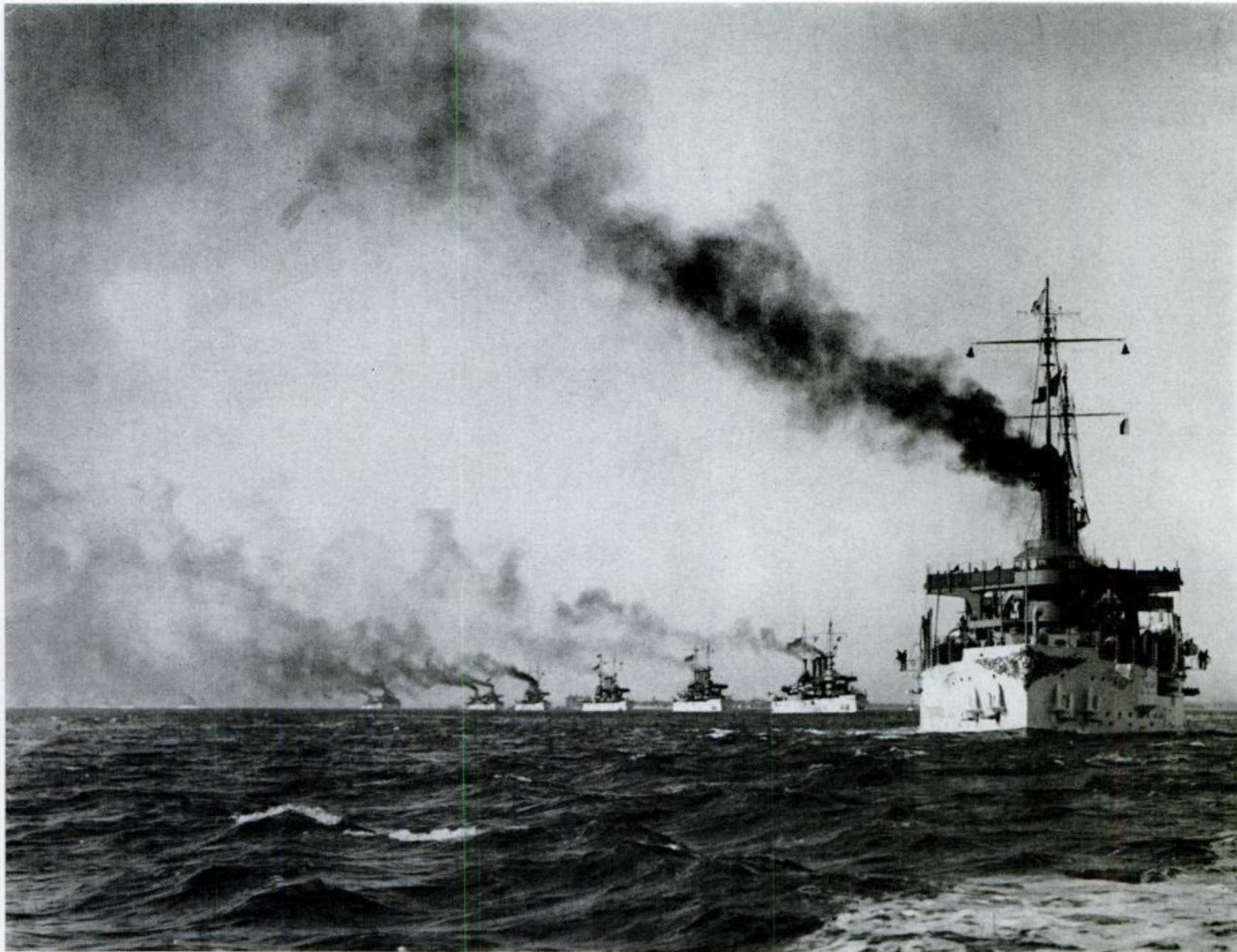
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THE EDITORS OF

LIFE

PRESENT

BOLD PEACE PLAN FOR THE U.S. A NEW 'GREAT WHITE FLEET'



ORIGINAL GREAT WHITE FLEET, LED BY BATTLESHIP "CONNECTICUT," TRAILS CLOUDS OF COAL SMOKE AS IT STEAMS TOWARD PACIFIC

Unarmed ships, loaded with goodwill, would carry out mercy missions

Fifty-two years ago President Theodore Roosevelt sent 16 battleships off on the historic world cruise of "The Great White Fleet." Fully armed and freshly painted (all U. S. battleships were white in those days), the 1907 fleet dramatically fulfilled its mission: to impress the world with U.S. naval power and the nation's coming of age.

This week LIFE places its support behind a proposal for a "New White Fleet" (*see cover*) with a new mission. Its ships, painted white as a sign of peace, would carry no guns at all. Instead they

would sail around the world with food for the hungry, medical facilities for the sick or injured, and technicians to help underprivileged peoples improve their own lot. LIFE's editors believe the New White Fleet—first suggested by Commander Frank Manson (*pp. 20, 21*)—is a bold, imaginative idea which could harness America's productive goodwill and energies to help insure peace and combat the spread of Communism. On the following pages LIFE shows how the New White Fleet could be commissioned and how it might operate.



NEW WHITE FLEET AS IT MIGHT LOOK IN ACTION IS SHOWN IN DRAWING OF DISASTER VICTIMS BEING BROUGHT ABOARD HOSPITAL SHIP. LANDING CRAFT AND

FOR PEOPLE IN TROUBLE, THE GLEAMING U.S. SHIPS WITH ON-THE-SPOT HELP

A New White Fleet would carry good deeds, vital goods and fresh ideas to remote areas of the world which need them most. The first of these immense capabilities is shown in the drawing above. The scene is a small port city somewhere in southeast Asia. A disastrous earthquake has occurred, injuring thousands of citizens and setting fire to the city. Local medical facilities and food supplies have been destroyed; disease is spreading in the wake of the disaster.

Summoned by radio, the White Fleet has steamed into the harbor. Its hospital ship, in the foreground, is already taking on patients. In the background other ships, including a small aircraft carrier loaded with helicopters for rescue work, are carrying out their own duties. They will remain anchored here until the city can be restored to self-sufficiency.



HELICOPTERS FROM FLEET AIRCRAFT CARRIER (CENTER, REAR) BRING OUT MORE PATIENTS. SHIPS AT FAR LEFT ARE CARGO VESSELS ATTACHED TO THE FLEET

The fleet, as its planners envision it, would consist of six ships to start with—the hospital ship, complete with operating rooms, X-ray facilities and medical wards; the carrier; a small destroyer escort to provide coastal communities with emergency power; a cargo vessel loaded with stores of food and clothing; a transport converted into a floating technical school to help improve the local standard of living; and a supply vessel to replenish the fleet. Later on, when the fleet has become established, a seventh ship could be added with an exhibit of U.S. culture and industry.

In the normal pursuit of its duties the fleet would steam from port to port on invitation, timing its cruise according to a schedule which has been worked out ahead of time with local authorities. In each port of call the hospital ship would normally take on only patients who are

suffering from serious ailments which the local doctors cannot cure. These doctors would be invited to serve on board as internes and learn how to care for such patients themselves. In the event of a disaster elsewhere in the area the entire fleet could interrupt its regular schedule, pull up anchor and steam to the rescue.

The ships of the White Fleet would be assigned and turned over to it by the U.S. Navy. But the military connotations stop there. To be effective in many areas of the world, where a sense of nationalism or political neutralism might spoil the welcome of a foreign naval fleet, the U.S. White Fleet must be scrupulously true to the high motives and principles behind it. A successful White Fleet could win the U.S. more real friends abroad than any other great project since the Marshall Plan.

THE ORIGINAL GREAT WHITE FLEET



VISITING JAPAN, sailors of Great White Fleet march through streets of Yokohama and are greeted

by Japanese schoolchildren waving American flags and singing *The Star-Spangled Banner* in Japanese.



REVIEWED BY PRESIDENT, Great White Fleet steams into Hampton Roads, Va., returning home

after cruise of 46,000 miles in 14 months. Cruise was considered a great feat of sailing and diplomacy.

AUTHOR OF

Commander Manson, the man who thought up the idea of a New White Fleet, is 38 and a native of Oklahoma. He is now on duty at U.S. Navy headquarters in London. The following article expresses his personal ideas and should not be construed as the official view of the U.S. Navy.

by **FRANK MANSON**

Commander, U.S. Navy

THE idea of organizing a New White Fleet grew out of things I witnessed at the close of World War II. Like thousands of U.S. servicemen, I saw diseased, destitute and poverty-stricken peoples living on the Asiatic rimland and in parts of Europe and Africa. In some areas I saw people actually dying on the streets of starvation and disease. Such sights made deep and lasting impressions on me. Even then it was apparent that the urgent problems facing the impoverished and underdeveloped countries were far from settled.

Something more was needed, something to combat poverty's eroding influences, something to make the benefits of civilization available on a broad scale. The primitive societies wanted something more than a bare subsistence. We were moving swiftly into an era of increased desire and rising expectations. To paraphrase President Lincoln, the world simply could not peacefully continue to exist half starved and half free.

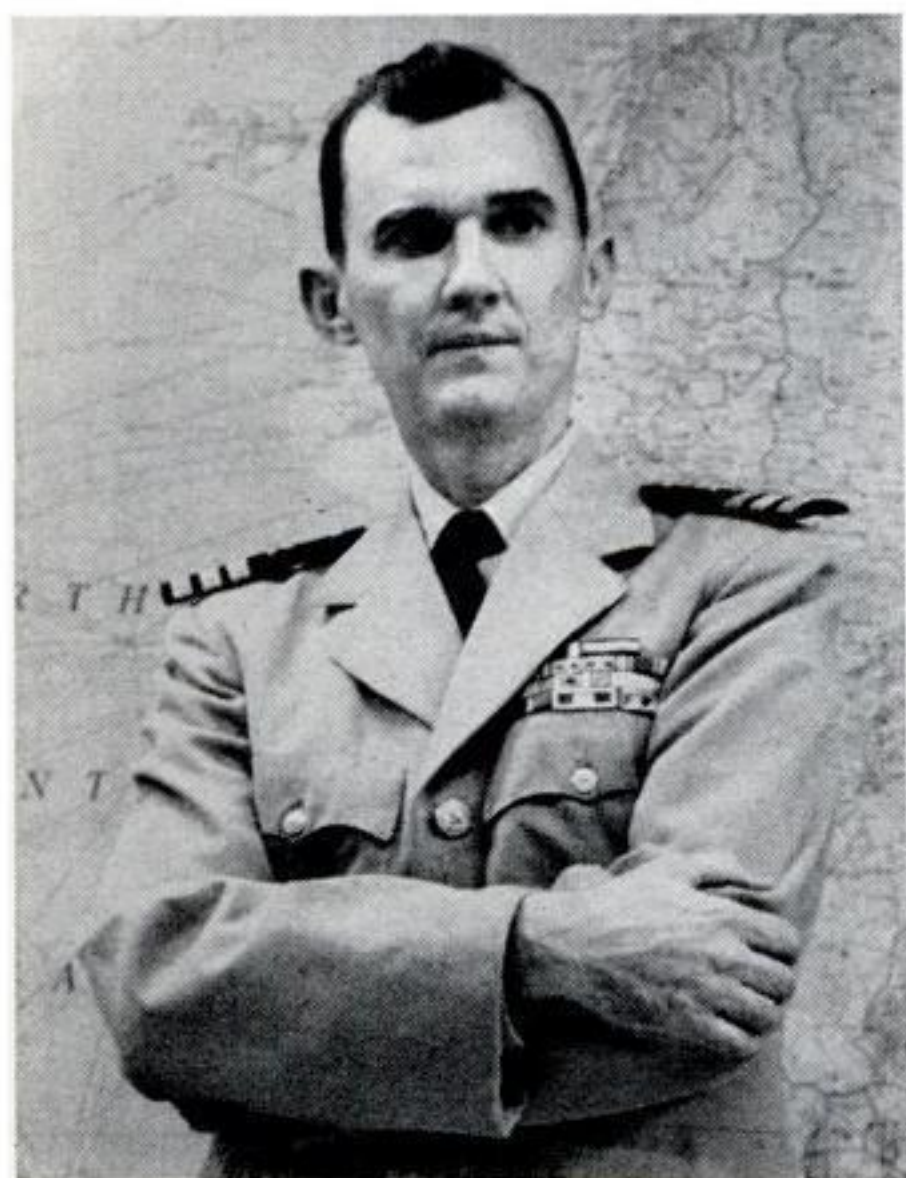
But it was many years before a specific plan occurred to me. At my Pentagon office on a December afternoon in 1957 I happened to thumb through a photographic World War II file that included pictures of auxiliary and hospital ships. Later that same afternoon I talked with an observant Navy doctor who had just returned from a brief journey through Southeast Asia. The doctor had seen medical conditions almost too sad and painful to describe. He had administered a few drugs, serums and vaccinations and had performed one major surgical operation in addition to his official duties, but it was only a droplet in a desert of need. The doctor suggested that disease and inadequate nutrition might be contributing to the area's social and political problems.

It was not the first time I had heard this theory, but it made plenty of sense. In addition to inefficient food production methods one of the major problems of underdeveloped nations is the vicious circle of deprivation. Because of malnutrition the farmers grow too weak to work with maximum efficiency and are thereby unable to produce the full potential of their land—and this in turn keeps them undernourished. Something from outside is needed to break the circle.

And so I asked the doctor, "Would hospital ships help?" I think the doctor's enthusiastic response to my question was the actual trigger. In any case, as I drove home to Falls Church that evening, I suddenly thought: why not have an entire fleet of mercy ships—grain ships, hospital ships, education ships, power ships—a fleet designed to make the benefits of the free enterprise system available to the entire human race?

The people of the U.S. are builders by nature. They like positive and creative programs.

THE BIG PLAN EXPLAINS



COMMANDER FRANK MANSON, U.S.N.

And their organizational brilliance is beyond dispute. At the same time they have fallen grievously behind the Soviet Union in the field of propaganda. Why not take advantage of the American ability to organize for material well-being so as to make up the lost ground in world propaganda?

Ordinarily as I drive home I fume about the traffic situation. But that particular afternoon I counted our national blessings. The United States leads the world in the field of medicine. Why not put this splendid advantage to full use in a White Fleet? Ships painted white have long been an established worldwide symbol. They are recognized by international convention as a symbol of peace and helpfulness, even in the midst of war. Doctors are still welcome diplomats in all lands.

It seemed to me that the cost of such a fleet would not be great. Certainly it would not be great compared to the sums being spent in preparation for war or even to the sums spent on foreign aid programs. Besides, the ships could be drawn from the mothball fleet that has been growing more and more obsolescent.

One thought led to another. The New White Fleet would be supported by a campaign in which every American would have a chance to participate and contribute. I felt that Americans wanted to help wage peace, and I knew they were willing to sacrifice as long as their sacrifices were made in behalf of sensible goals. The problems facing the underdeveloped countries were not beyond human comprehension. They were not very different from those of the American wilderness in the 17th Century. They were practical problems and lent themselves to practical solutions. By the time I got home these and many other thoughts were swirling through my mind.

My wife thought my idea had promise, but she brought me to earth in a hurry. A thing like this was beyond the scope of my job as Special Research Assistant to Chief of Naval Operations. In fact, we could not even decide whom I should see to get the White Fleet started. We finally agreed that I should simply talk to anyone in an influential spot. Starting

the next day, I told my idea to everyone who would listen: business and labor leaders, other naval officers and people in many walks of life.

The New White Fleet gained acceptance faster than I could have imagined. One of my jobs in the Pentagon was congressional liaison, and the first U.S. senator to hear of the idea asked me for a memorandum on it. A short time later he asked for more detailed data. Soon another senator indicated a personal interest in the proposal. My own congressman indicated his enthusiastic support as did other congressmen from both parties.

But I needed time to work out the details. Fortunately in the spring of 1958 I was sent to the U.S. Naval War College. There as a student I had the opportunity to reflect and to research the White Fleet concept.

After talking to literally dozens of highly qualified people, both civilian and military, I have yet to find one person who is against the proposal. All have favored the fleet's formation. Many have made specific recommendations regarding its composition and its mission. Some have underlined the importance of assigning personnel particularly well qualified for this type of duty. They point out, for example, that those responsible for the Navy's nuclear power program have insisted on competent and highly qualified personnel for many reasons, not the least of which is the cost of one mistake. The same would hold true with White Fleet operations. Mistakes would prove incalculably expensive. The fleet should be manned by qualified, imaginative and understanding personnel. One congressman suggested the White Fleet should start from the heartland of America and sail out through the St. Lawrence Seaway. One retired admiral who is now busily engaged in civilian pursuits volunteered to drop everything he was doing to get the White Fleet organized.

The ships might be named for foreign countries or cities, for rivers that flow through several countries or for world-famous events or mountains. They might be named for eminent figures in the age-old fight against disease and ignorance—Clara Barton, Louis Pasteur, Albert Schweitzer. Or they might be named for the principles which underlie the U.S. system of government.

What kind of emergencies will rate a White Fleet visit? One thing is certain: there will never be a lack of such emergencies. Today, for example, malaria is rampant in Indonesia. Each year India suffers untold deaths from dysentery.

I have no illusions that a New White Fleet will bring peace to the world in one sweeping movement. Progress toward peace will come only a bit at a time. America may never be able unilaterally to bring peace to the world, but American leadership can prevent the people of the world from losing hope. That is why I propose the New White Fleet. The main efforts for peace must of course be made through regular government channels and through institutions that governments have established. But, as President Eisenhower has frequently said, much can be done "people to people." This is my hope: that the New White Fleet will bring people closer to people.

OTHER NAVY RESCUES



ON GREEK ISLAND, after 1953 earthquake, the U.S. Navy lands with supplies of food and medicine.



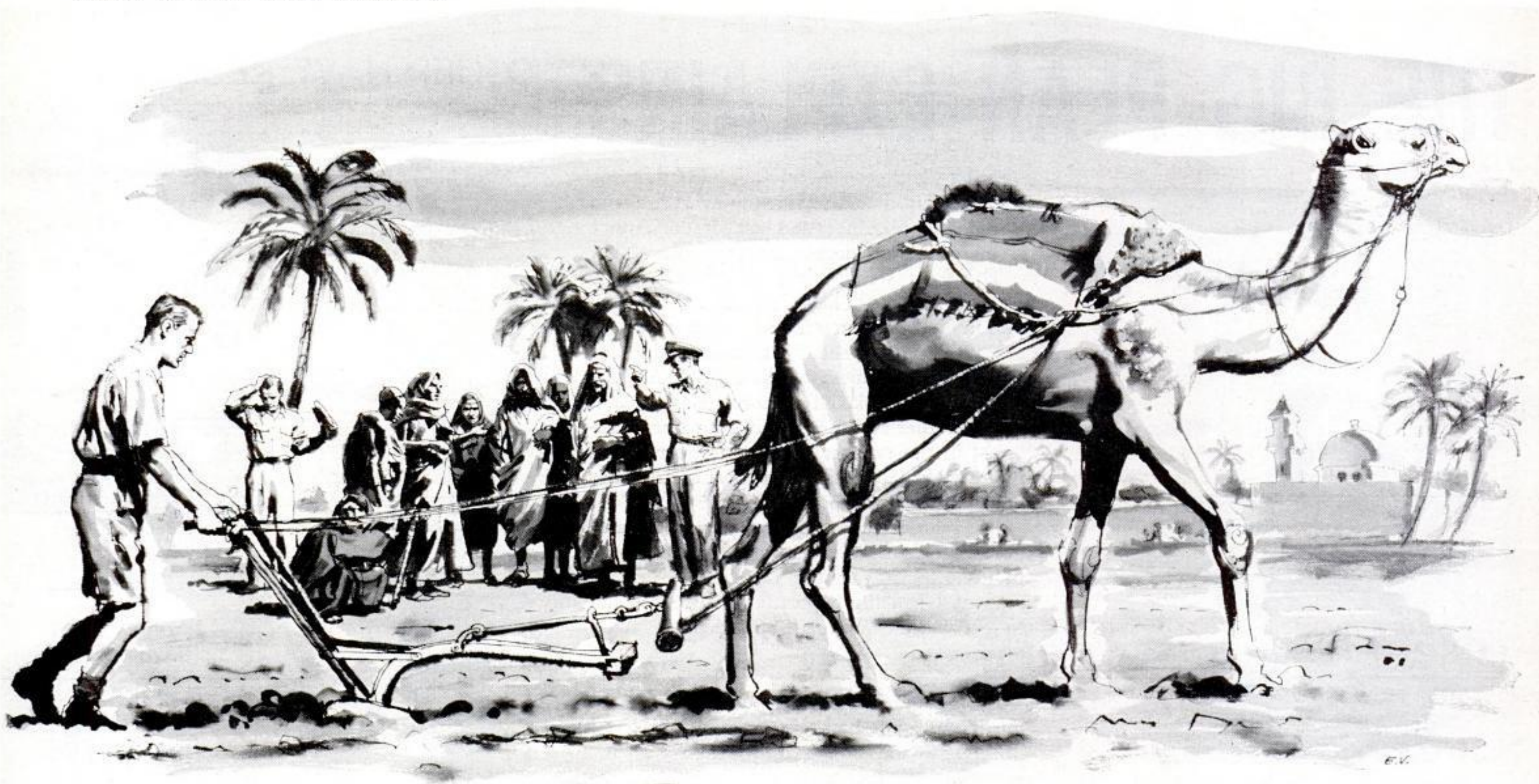
IN MEXICO FLOOD sailors from a U.S. carrier land in Tampico in 1955 to help gather up refugees.



RESCUE BY AIR is carried out by Navy helicopter picking Mexican farmers off a roof in 1955 flood.



WARM THANKS for rescue is painted by Mexicans on roof. Navy pilots hauled out 5,871 people.



NEW WAY TO PLOW, using ancient pulling power but new implement which makes deeper furrow to increase crop yield, is demonstrated by White Fleet

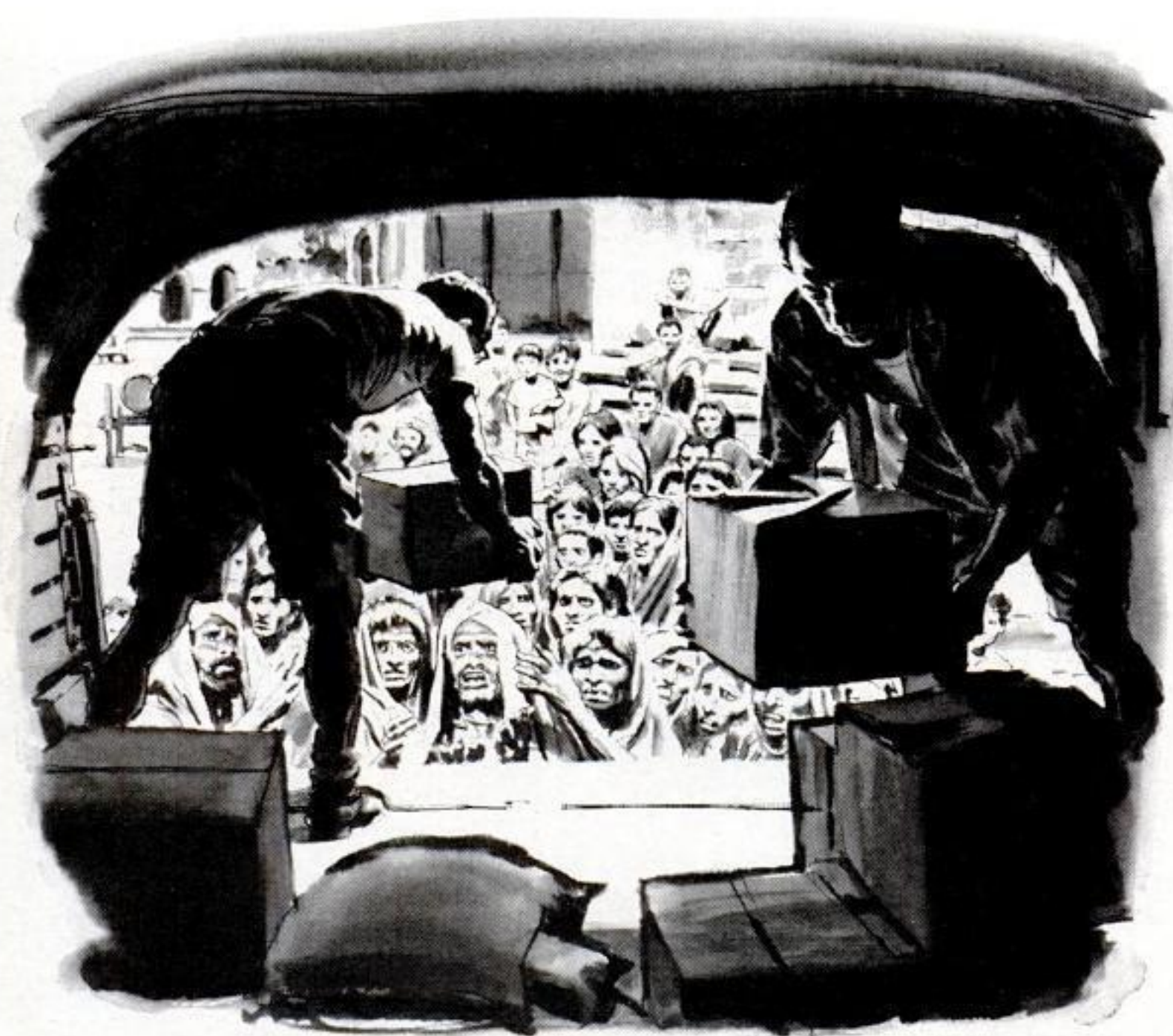
agricultural expert to natives of North African village. This and other possible fleet activities shown on these pages were drawn for LIFE by Artist Ed Vebell.

DEEP PLOWS, ACTS OF MERCY AND TEACHING BY TV

The hospital ship and aircraft carrier would be the backbone of the New White Fleet and carry out its most dramatic missions. But steaming in their wake would be two busy, indispensable converted Navy transports. One would be stocked to the gunwales with bags and crates of staple foods—wheat, milk, rice—for distribution to the inhabitants of any area hit by drought or other disaster. The second ship would serve as a floating educational center, complete with classrooms, dormitories and even a television transmitting station.

Wherever possible, groups of native students would be brought aboard the educational ship for basic courses in agriculture and public health.

In areas where most of the people in need live too far from a harbor to visit the fleet, helicopters from the carrier would carry the doctors and instructors to them. Portable television receivers could be flown to remote villages so that the thousands of inhabitants could watch the same demonstration over the air. In each case, for best results, the instruction would be given by local teachers (*opposite page*) under the supervision of U.S. experts traveling with the fleet. It would be the fleet's standard operating procedure to act on the belief that people are best helped who learn to help themselves. The White Fleet would be a guest, bringing in U.S. know-how. Its hosts would provide the will to know.



EMERGENCY RATIONS, rushed to a famine-stricken town in India by the fleet helicopters, are distributed from a truck by members of the White Fleet crew.



PENICILLIN CURE for yaws, a serious skin disease prevalent in the South Pacific, is given first to the village headman as the other natives wait their turn.

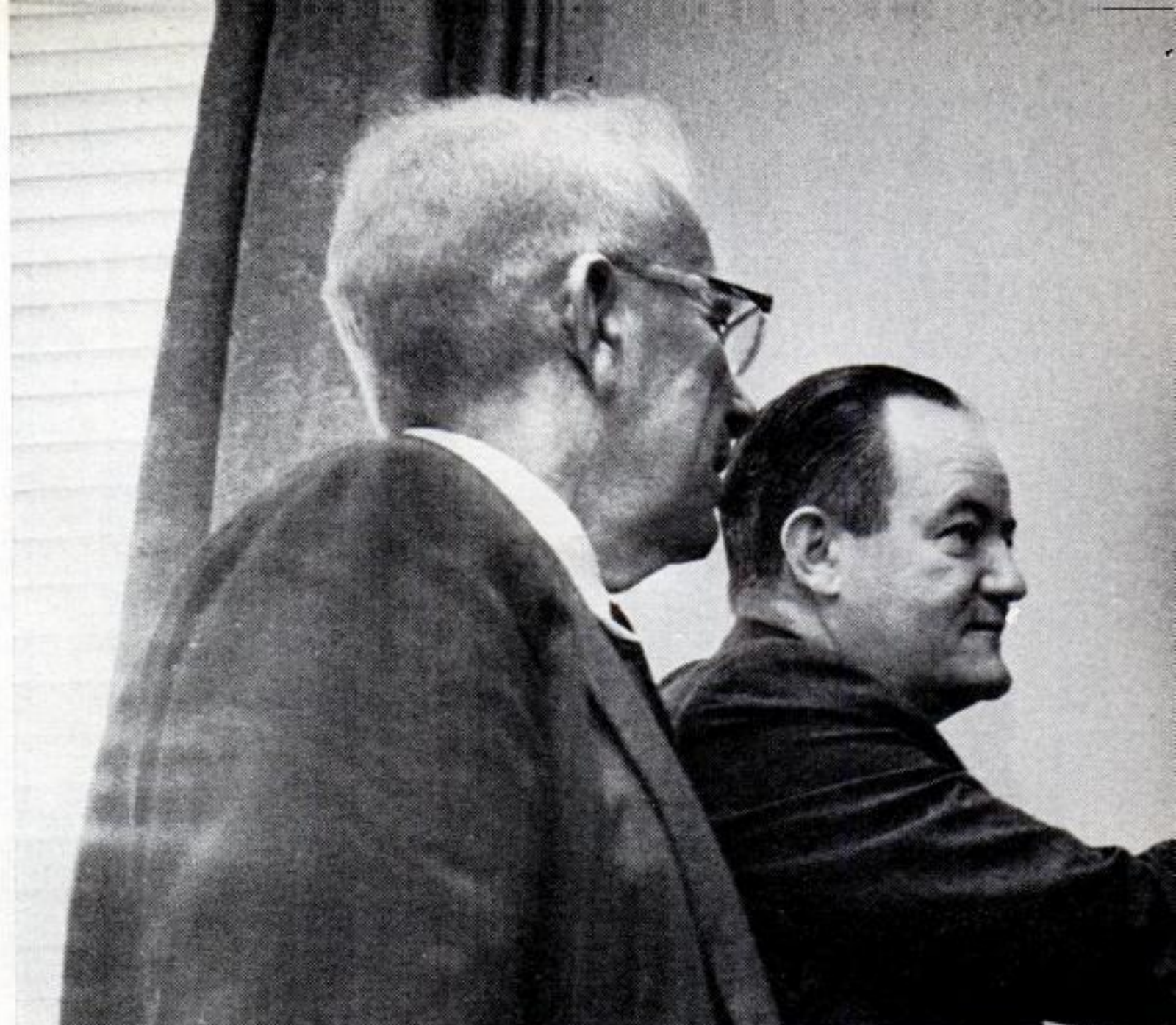


DEMONSTRATING A STOVE, a solar furnace which would be extremely useful in many areas of India where fuel is scarce, local leaders perform before TV

camera on deck of the educational ship. The program could be broadcast to several villages at the same time and received on previously distributed TV sets.



"PROJECT HOPE" CHIEFS are its president, Dr. William Walsh holding model of hospital ship which will be sent out, and Mr. John Spreckelmyer, hospital administrator, who holds stack of applications from volunteer doctors and nurses.



CONGRESSIONAL BACKERS of the White Fleet proposal study photograph of the painting used on LIFE's cover. From left they are Senator George Aiken (Rep.) of Vermont, Senator Hubert Humphrey (Dem.) of Minnesota, Representative

WHAT IS BEING DONE AND HOW YOU MAY HELP

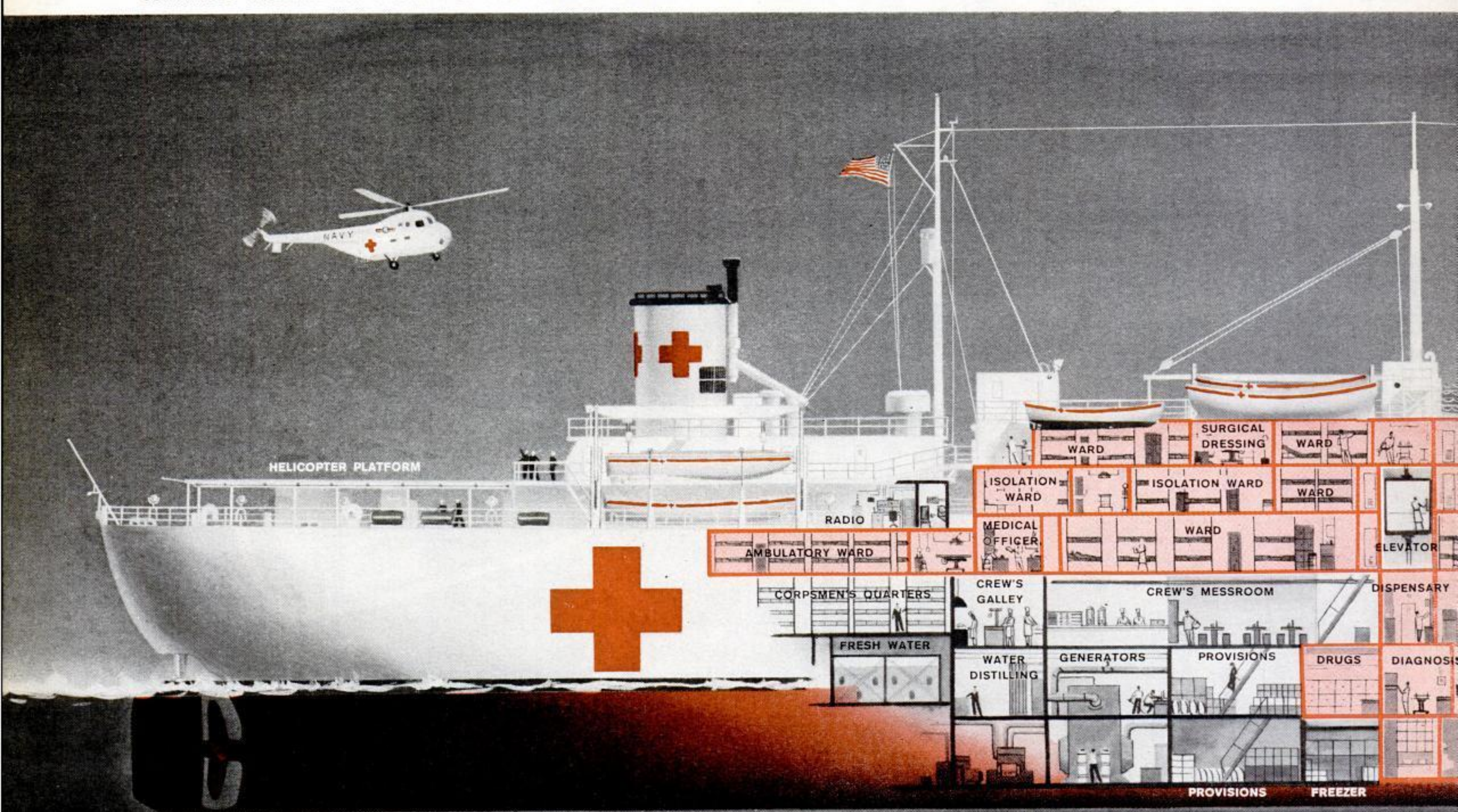
Imposing as its job will be, the White Fleet would be a relatively simple and inexpensive armada to outfit. All of the necessary ships are lying unused in U.S. Navy mothball fleets. It would require about 18 months to get them ready to sail. The most essential vessel of the new fleet would be its hospital ship (*below*) with a crew of 75 doctors and nurses. There are four big hospital ships now in Navy mothballs. All of them are kept stocked with surgical instruments, sheets and even fuel.

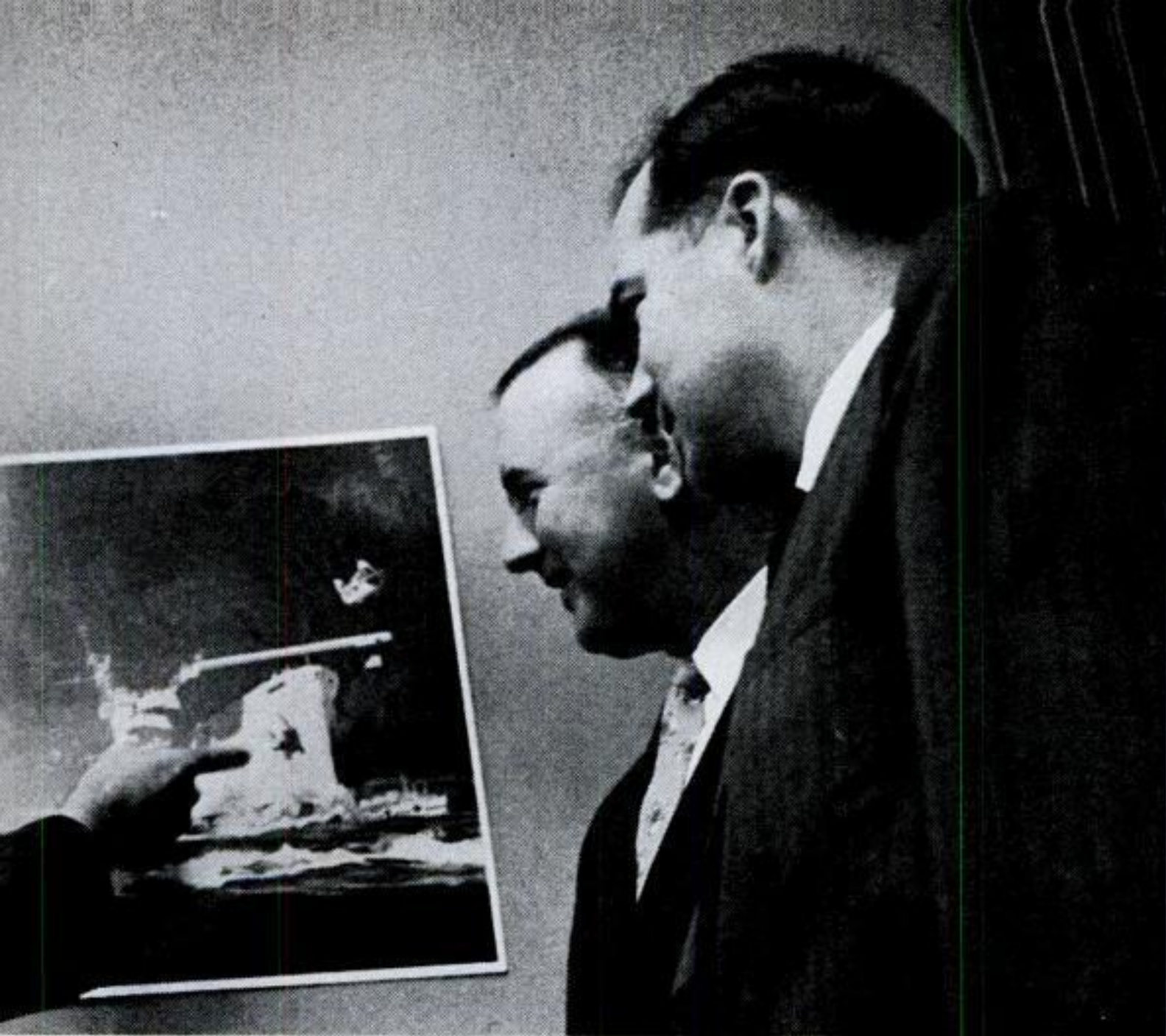
The cost of readying a fleet and keeping it

going for 18 months would amount to \$20 to \$30 million. Each additional year of operation would cost another \$10 million. This does not include emergency food supplies which would come from U.S. stockpiles of surplus food.

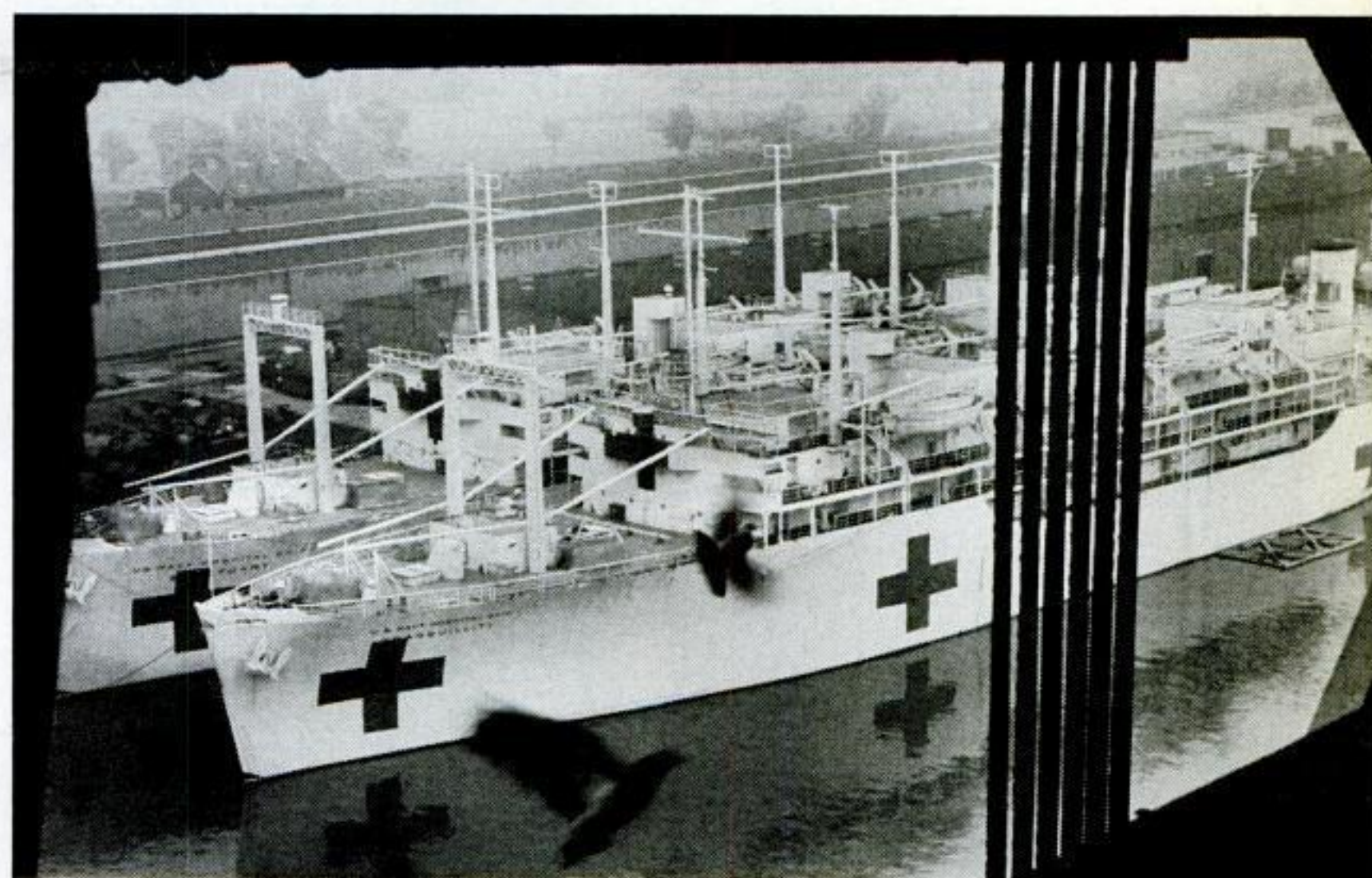
A small-scale prototype of the White Fleet consisting of one hospital ship is already being prepared to sail in January. Known as "Project Hope," the operation is sponsored by the People-to-People Health Foundation and is being financed by public subscription. Drug manufacturers are furnishing the medicines; the oil

CUTAWAY OF HOSPITAL SHIP SHOWS FACILITIES FOR MEDICAL CARE AND TRANSPORTATION OF PATIENTS TO AND FROM SHIP BY HELICOPTER. WARDS WILL





William Bates (Rep.) of Massachusetts and Representative Ed Edmondson (Dem.) of Oklahoma. Together they are sponsoring twin resolutions asking President Eisenhower to take the necessary steps to put New White Fleet into operation.



MOTHBALLED HOSPITAL SHIPS, berthed in the Philadelphia Naval Shipyard are photographed from a bridge as birds fly past, could form the nucleus for two separate White Fleets, one to serve in Pacific waters and one in the Atlantic.

industry is providing money for the fuel; the American President Lines will man the ship at cost; the doctors and nurses are volunteers. The White Fleet would benefit from some of the lessons learned by Project Hope, which is still busy raising the necessary funds.

This week four members of Congress (above) are sponsoring resolutions asking President Eisenhower to take whatever steps are necessary to help put the fleet into being. The resolutions do not provide for funds but suggest that surplus government ships be turned over

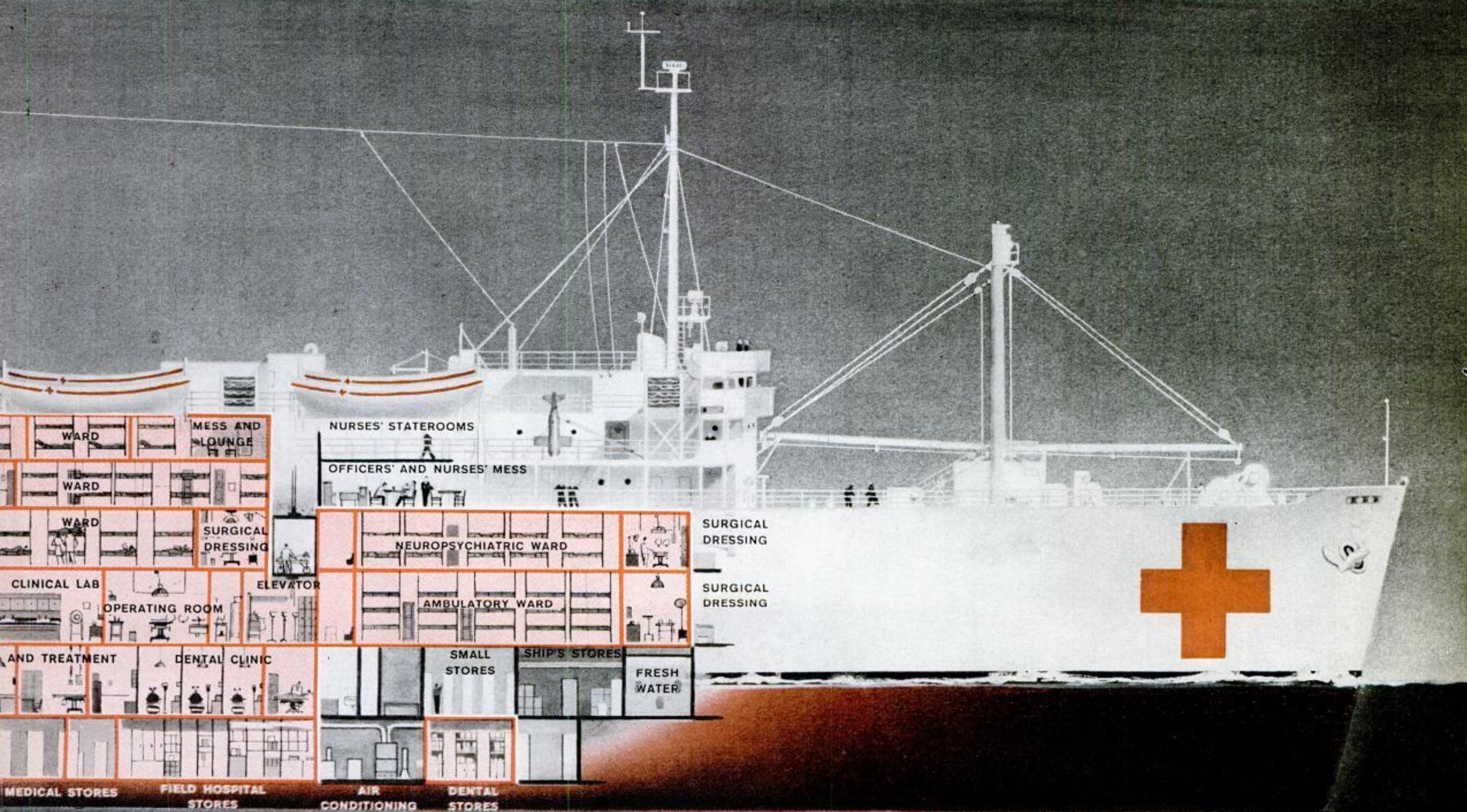
to private organizations which could operate them. "It would dramatize American goodwill," says Senator Hubert Humphrey; "It is just good business," says Senator George Aiken; "An imaginative, stimulating concept," says Representative William Bates; "It makes a lot more sense," says Representative Ed Edmondson, "than some parts of our foreign aid program." LIFE readers who wish to lend their encouragement could write to the four sponsors, whose addresses are listed at the right and who will forward the mail to the proper committees.

SUPPORTERS OF WHITE FLEET SHOULD WRITE THESE PEOPLE

Senator George Aiken, Room 358, and Senator Hubert Humphrey, Room 1311, Senate Office Building, Washington 25, D.C.

Representative William Bates, Room 458, and Representative Ed Edmondson, Room 108, House Office Building, Washington 25, D.C.

HOLD A TOTAL OF 800 PATIENTS. THE SHIP CAN CARRY A YEAR'S SUPPLY OF MEDICINES AND ENOUGH FOOD TO LAST CREW AND PATIENTS FOR SIX MONTHS





HAMMING IT UP FOR THE CAMERAS, CASTRO FLINGS ARMS ALOFT AS HE DENOUNCES PRESIDENT URRUTIA. HE ATTACKED URRUTIA BY INNUENDO, DECLAIMING, WHOOPING IT UP FOR CASTRO BEFORE HIS TV SPEECH, STUDENTS MILL ON STEPS OF HAVANA UNIVERSITY. THEY BRANDISH SIGNS PLEDGING THEIR LOYALTY





"WHAT'S BEEN GOING ON BORDERS ON TREASON"

TO CASTRO AND BEGGING HIM NOT TO RESIGN



AT RINGSIDE WHEN CUBA CLOBBERED DEMOCRACY

by **THOMAS DOZIER**
Assistant Editor, LIFE EN ESPAÑOL

LAST week was the week Fidel Castro's six-month-old regime in Cuba forfeited the right to aspire to democracy. Democratic freedom was dead by Premier Castro's own hand. Cynically and vindictively, Castro liquidated the man he picked to be president of Cuba when he seized power from Dictator Fulgencio Batista last January. It was a ruthless hatchet job.

By character assassination Castro, in one day, reduced President Manuel Urrutia from a respected if somewhat ineffectual chief executive to the status of a man accused of treason and fleeing for his life. In crushing a man whose only crime was to speak out against Communism, Castro played with the dangerous fire of mob emotion. When it was all over Fidel had proved to the world that in his Cuba it is political—and possibly physical—suicide to say anything without clearing it with Fidel. He removed any lingering doubts that he considers it an enormous crime to be either pro-American or anti-Communist. Fidel Castro himself may or may not be a Communist, but what he did in Havana last Friday was more helpful to the Kremlin's global scheming than anything that Nikita Khrushchev achieved

barnstorming in Poland during the same week.

For several months Castro has been feeling increasing frustration. Five members of his cabinet quit last month, and three weeks ago his air force chief fled to the U.S., where he denounced Castro as a Communist. During this period Urrutia tried—in a fumbling way to be sure—to maintain a semblance of legality and dignity in Cuba's government. He was slow to sign into law some of the revolutionary government's more radical measures. He also insisted on full debate in cabinet meetings. But until Monday, July 13, Castro was apparently willing to put up with this. Then Urrutia committed the unforgivable crime of speaking out against Communism without Castro's approval. In a TV interview he accused the Communists of criminal conspiracy.

All week long Castro seethed silently. Then, at 7 a.m. Friday, the newspaper *Revolución* hit the streets with a 10-inch-high headline: **FIDEL RESIGNS**. The story said this was a "transcendental decision" Fidel would explain to the people later in the day.

Within hours rumors were as numerous as the crowds who poured into the tree-lined streets and plazas with Castro signs and slogans. For most of Friday the man who knew least of Fidel's motives was probably Urrutia himself. Holed up in the palace, he tried to

find Fidel, but nobody knew where the *jefe maximo* was. Once Urrutia emerged from the palace to calm the mob. But sometime during the afternoon it finally dawned on Urrutia that he was the fall guy. About 5 p.m. he sent for his old friend, LIFE Photographer Andrew St. George. He seemed shocked and dazed, and he told St. George, "I am perfectly prepared to resign the moment Fidel asks me." But where was Fidel?

St. George relayed Urrutia's offer to the cabinet, but nobody in the cabinet knew where Fidel was either. However, radio and TV were by then carrying the official word from Castro's brother Raúl: Fidel would address the people on television at 8 p.m.

In the studio, just before 8, St. George got to Castro and told him what Urrutia had said. Fidel said: "But I cannot ask him to resign." This meant Castro wanted to make sure that Urrutia was destroyed before he let him quit.

Castro started out calmly and took about 30 minutes to get to the point: "The reason for my resignation is . . . my difficulties with the president of the republic." He said that all the president needed was "political tact and a sense of duty, and Urrutia lacked that."

He spent 30 more rambling minutes on the foreign conspiracy which he alleged was aimed at Cuba's revolution. "They are trying to blackmail us with this charge of Communism." He accused the U.S. Senate of "shameful spying." He tore into Urrutia for accepting a \$100,000 presidential salary. After an hour and a half he applied the crusher: on the same day Castro's defected air force chief, Major Pedro Luis Díaz y Lanz, had testified before the U.S. Senate, "[Urrutia] put himself suspiciously on the side of the anti-Communists."

"Perhaps," Fidel said, smiling, "he can find ministers and form another government. It only takes 15 American agents . . ."

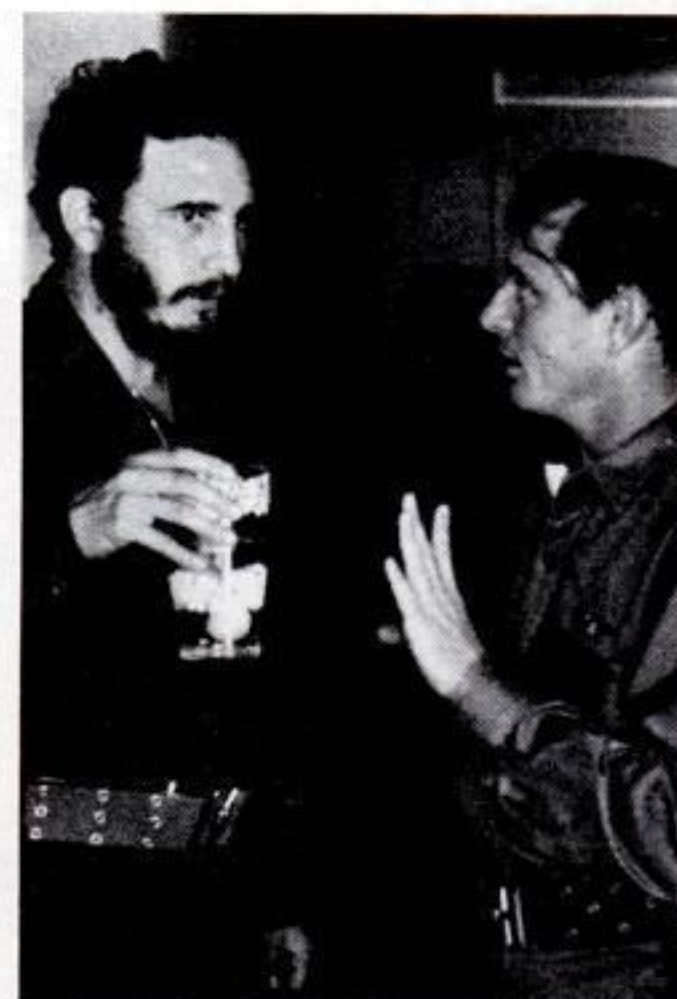
In the presidential palace Urrutia stared into his television set. A secretary in the room screamed at Castro's face on the screen, "You lie, you lie!" Urrutia began to weep. Andrew St. George, by then back in the palace, took pictures of him weeping, but a policeman confiscated them. Just after 11 p.m. Urrutia scribbled a resignation note and got his defense minister to send it over to the TV station. Program "Moderator" Nicolas Bravo finally managed to interrupt Castro with the news.

But Fidel was not through. Urrutia "was planning a strike against the government." Finally at 12:24 a.m. came the word Fidel had been waiting for. Moderator Bravo announced that a new president had been chosen to succeed Urrutia: Osvaldo Dorticós, an innocuous 40-year-old lawyer who was Minister of Revolutionary Law in Fidel's cabinet. Fidel indicated the interview was over, got up and left.

It was a performance straight out of George Orwell. The accused president was condemned and crucified without being permitted to say a word in his own defense. Most ominous of all, from the standpoint of U.S.-Cuban relations and for the future of Cuba, was Castro's denunciation of Urrutia for being an anti-Communist. Whether or not Castro's government is Communist, Castro by his violent and irresponsible attacks against a moderate anti-Communist like Urrutia had served the Kremlin beautifully. Aside from the issue of Communism, Castro had made a mockery of his professed belief in individual liberty. If the president of Cuba cannot speak without risking Fidel's turning the mob loose, then who can?



IN HAPPIER DAYS, on eve of the rebels' triumphant entry into Havana last January, Manuel Urrutia (left), Castro's choice as president of the new free Cuba, got instructions from Fidel.



IN HAPPIER DAYS, last spring, Major Pedro Díaz y Lanz, then Castro's air force chief, conferred with Fidel.



DENOUNCING CASTRO to a Senate subcommittee in Washington, Major Díaz—with wife Tania—said that Castro is a Communist. Díaz fled to U.S. when Castro relieved him of command.



PLANNING TV PROGRAM in Havana, Castro has a last-minute strategy meeting at TV studio with brother Raúl.

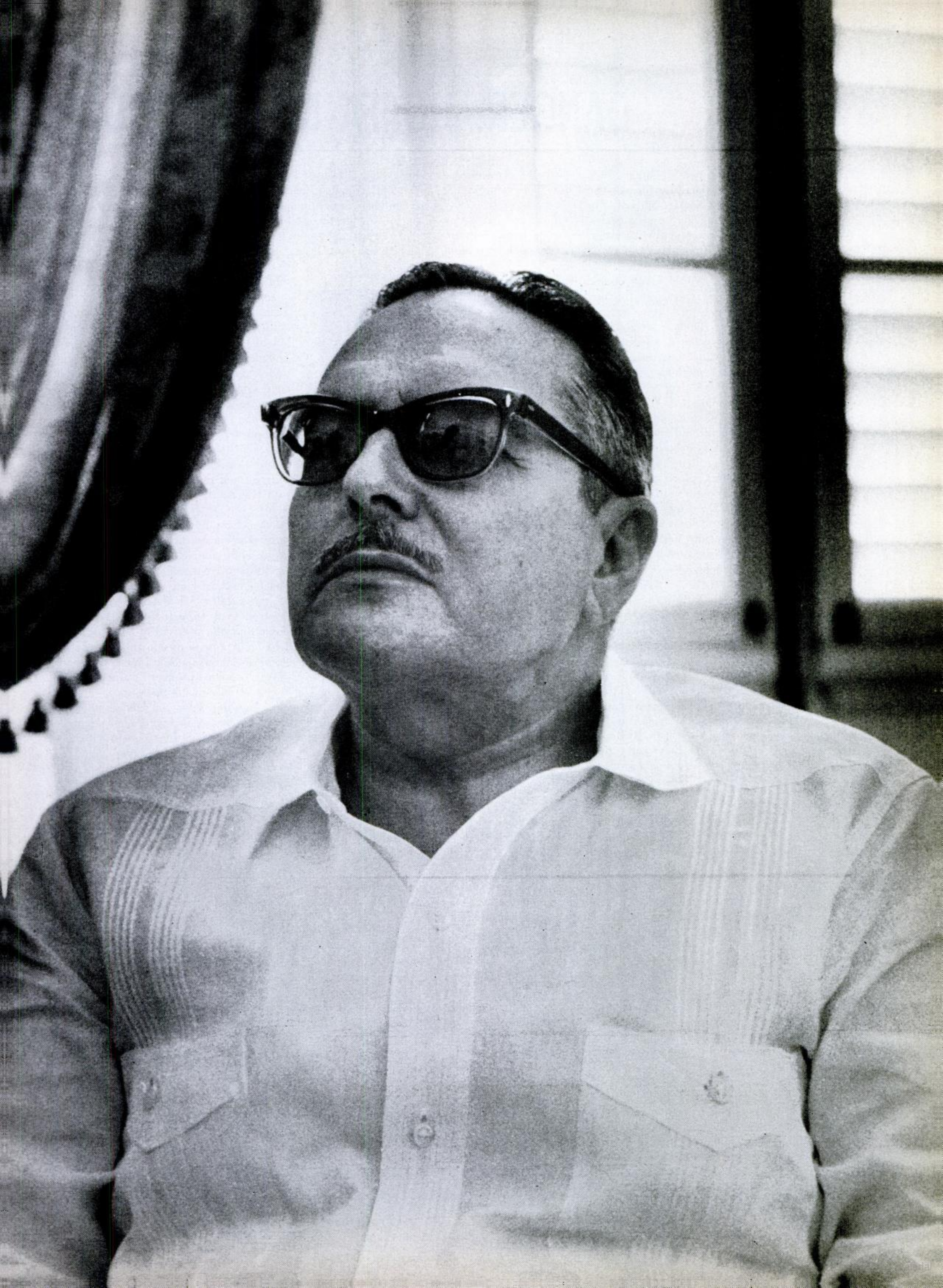


MESSAGE OF SURRENDER—Urrutia's offer to quit—is delivered by LIFE's Andrew St. George (left) just before Castro was due to speak. Castro ignored it, preferred to humiliate Urrutia.



NEW PRESIDENT, Osvaldo Dorticós Torrado, calls on the people to "renew their faith" under Castro leadership.

AT BAY IN PALACE, Manuel Urrutia sits disconsolate, realizing that Castro is destroying him. After his denunciation on TV Urrutia fled the palace with his wife, sons and baby daughter, had to duck down side street to avoid angry crowd.



DANGER: HOFFA MAN AT WORK

Said Senator Kennedy to Jimmy Hoffa last week, "You remain still the best argument for the passage of the bill"—meaning the Kennedy-Ervin labor reform bill, which would go quite a way toward ventilating the internal affairs of unions and subjecting the menacing power of the Teamsters to some legal restraint. Hoffa himself is a powerful argument, but another has recently turned up in the lobbies of the House of Representatives, whose labor committee has been trying to report a worthwhile bill. This new argument is Sidney Zagri, a labor lawyer from St. Louis and Hoffa's chief lobbyist for degutting this legislation. Zagri's methods with congressmen are not unlike Teamster methods with wavering employers, only subtler.

Zagri, who went to U.C.L.A. and Harvard Law School, talks like a persuasive rather than an intimidating type. He was brought into the Teamsters by Harold Gibbons, Hoffa's so-called "egghead," and he learned lobbying before St. Louis aldermen, whom he would notify politely in advance that the Teamsters would be watching their votes on local issues. In Washington this session he has entertained more than half the members of Congress at breakfast, 25 or 30 at a time. He and Gibbons then give a "soft sell" version of why "labor" objects to any law against the hot-cargo boycott, blackmail picketing and other Teamster practices.

Since the breakfasts Zagri has been merely polite to those congressmen who can afford to neglect Teamster votes while he bears down on those who need them. He has classified all congressmen according to a vulnerability scale ranging from A (real "friends of labor") to E (hopeless). Zagri also has a pipeline to the House labor committee and knows who votes how on every issue. Within an hour after one crucial vote he was phoning the districts of 10 Democrats who (with 10 Republicans) had voted against Zagri's wishes. After these calls, the congressmen in turn got calls from home threatening a protest meeting, etc. One of these Democrats, Stuart Udall of Arizona, later told Zagri, "You've

got a nerve to go calling my state and telling people I'm voting wrong." Replied Zagri softly, "I'm going to get you in line." Another, Frank Thompson of New Jersey, not only got threats of a protest meeting at home but anonymous phone calls saying, "You're antilabor and we're going to fix you." Another, ladylike Edith Green of Oregon, was so outraged by the artificial pressure that she went way out of character and told Zagri to go to hell.



ZAGRI (LEFT) AND HIS BOSS, HOFFA

Zagri brings along delegations of local Teamster (or other union) officials to add authenticity to his pitch to congressmen, but he tries to do all the talking himself. The men from home, who may or may not understand what's at issue, merely parrot Zagri's line—"it's antiunion"—and are believed to get their expenses paid by the Teamster treasury. Zagri denies he or his headquarters pay these expenses. But Zagri has been caught at times in statements of questionable accuracy. He likes to tell congressmen that he is in constant touch with the A.F.L.-C.I.O. (its chief lobbyist won't even be seen with him) and that Speaker Sam Rayburn favors the Teamsters' position on this or that item. When asked about one of these Zagri statements, the Speaker remarked, "That's a damn lie."

Zagri's tactics have partly backfired on the Teamsters. The House committee is ready with a bill which is a little weaker than the Kennedy-Ervin bill (itself weak enough to pass the Senate 90-1) but which is opposed by Hoffa and is a lot better than no labor bill at all. The fight for it now moves to the floor of the House, where Zagri's efforts to emasculate or kill it will be turned full-blast against every congressman who doesn't already know his own mind or has a spot of jelly in his make-up.

It will be a dirty fight. Anything involving Hoffa's union is likely to be a dirty fight. Our purpose in telling about Zagri is to remind wavering congressmen—and their constituents—of this unhappy fact of life. Only by passing an adequate labor bill can Congress hope to get Zagri off their necks, Hoffa off the Teamsters' necks, and the Teamsters off the neck of the U.S. economy.

A GOODWILL IDEA WITH A FUTURE

The "New White Fleet," the project described on pages 17-25, is one of those large and simple ideas which, once formulated, surprises you by not having been thought of sooner. Perhaps it sundered in other minds on the question of whether it should be a public or private undertaking.

The impulse, work, management and probably part or all of the money should be private, for only individuals (not governments) are capable of true charity and only people can speak to people in true friendship. But it is only common sense to use whatever government facilities are idle and available, such as mothballed ships, since a public purpose is also served at no extra cost to the taxpayer.

Commander Manson's is also the kind of idea that multiplies itself by suggestion. "Project Hope" (pp. 24, 25), Dr. William Walsh's scheme to give a retired Navy hospital ship a new and vital career, will be under way this winter. The ship will carry 800 beds and 50 doctors on an eight-month cruise of service and training among the all but doctorless islands of Indonesia. If it works as well as Dr. Walsh believes, he foresees more such vessels and a \$20-million foundation for running them.

A smaller but similar goodwill idea was recently suggested by

a friend of ours who has spent some years in Asia. There are more than 15,000 Far Eastern students enrolled each year in U.S. colleges and universities, most of them on scholarships, Fulbright or private, which often include travel grants. But there are hundreds of Asian students—our friend guesses a thousand a year—who want to study here, who are qualified and would be welcome, but who never make it because they can't raise the fare. Well, the U.S. Navy operates a lot of vessels large and small in Asian waters, and some of them return occasionally to the U.S. for rotation or other reasons. Why not reserve one such returning ship each summer—preferably a good, big aircraft carrier with plenty of deck space—to bring these students *gratis* to our shores? We know there are problems connected with this idea—weeding out the non-needy students and junketeers, perhaps breaking the Navy's finely calibrated schedules, etc. But none seem insuperable, and we do know this: the more Asians who come to study in the U.S., the better for them, for us and for the whole free world.

Anyway, it's the kind of supplementary idea Commander Manson's project suggests. Others will undoubtedly turn up as the New White Fleet gets under way. Godspeed to it.



GOOD THINGS BEGIN TO HAPPEN... WHEN
YOU ADD ONE HOT DISH TO COOL SUMMER MEALS

—*Campbell's* VEGETABLE BEEF SOUP



You feel happier, don't you, about the family's comfort, when you add one hot dish to cold summer meals. And you feel *good* — and the family feels good — when you make that hot dish a bowl of soup! Soup's so easy—so fast to fix. Soup's so quick, so good to eat. And the meat and vegetables in a good soup like Campbell's Vegetable Beef are foods everyone needs.

Try a summer lunch like the one in our picture. Hearty soup. Simple salad. Crispy crackers. And that's *enough!* Just enough to make you feel well fed, not overfed. Just enough to put the whole family in a pleasant humor. And that's a nice thing for summer, too!

Say! Have you had your soup today?



Delicious!
Nutritious!
Campbell's
Vegetable Beef
Soup gives you
Vitamins,
Proteins...
Minerals, too!

Once a day...every day...enjoy *Campbell's Soup*

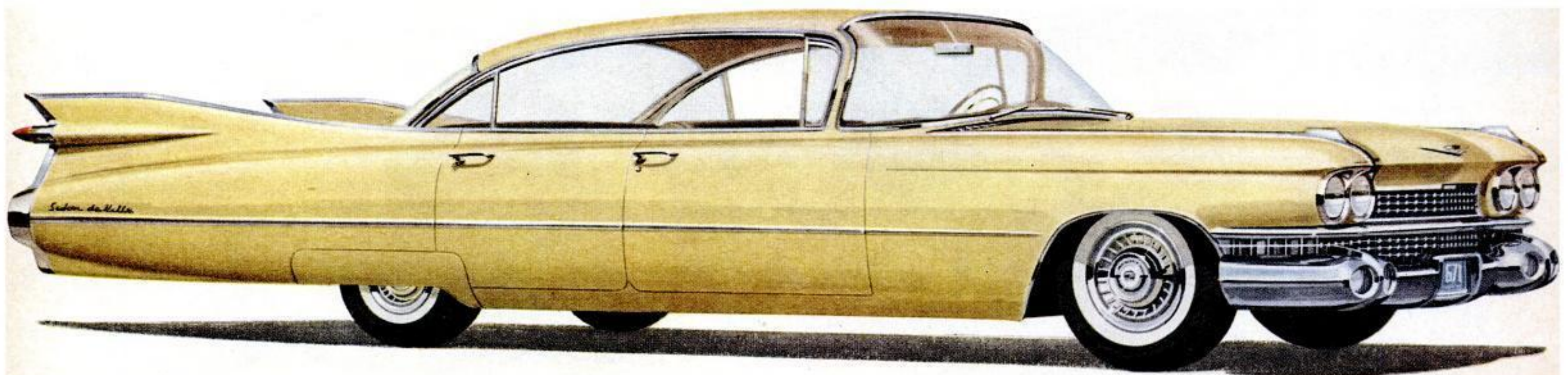


When a man approaches Cadillac ownership, he usually does so in full awareness of the car's great beauty and luxury and performance. And yet, he frequently assumes that he will have to forego the added virtues of economy and practicality. In reality, nothing could be farther from the truth. With regard to maintenance and efficiency—Cadillac is among the most frugal of motor cars. And from a standpoint of value received—and value retained—Cadillac is in a class of its own making. So if you are about to choose Cadillac—remember that you can do so not only for your pride and satisfaction, but without compromising your practical judgment in any way. You are invited to visit your Cadillac dealer soon—and listen to the full, wonderful story as you relax in the driver's seat. You will be most welcome at any time.

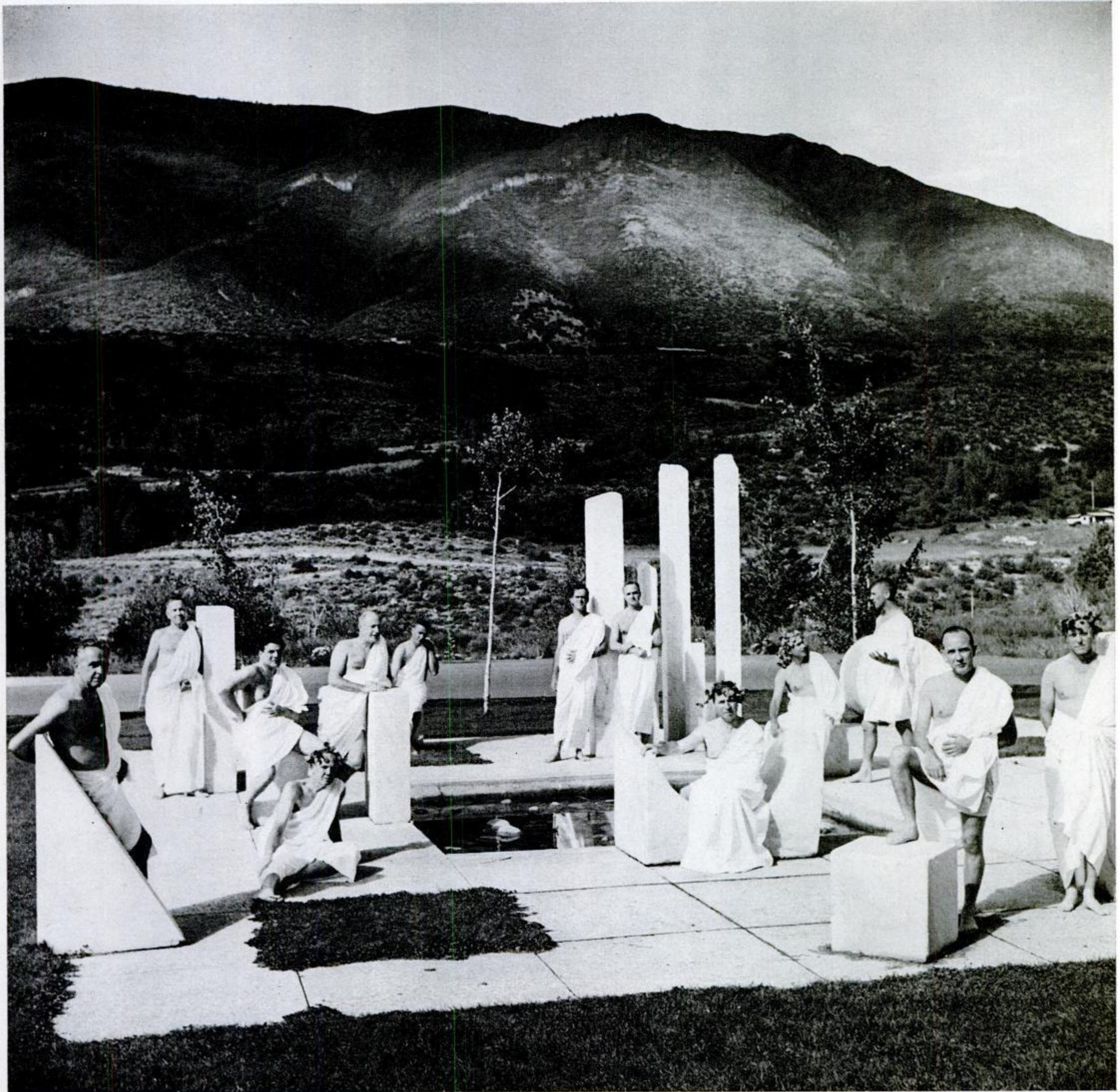
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The choice without a compromise ...

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A LOOK AT THE WORLD'S WEEK



A GREEK CHORUS OF U.S. EXECUTIVES STRIKES A CLASSIC POSE IN COLORADO

Though they look like a chorus left over from last year's outdoor production of *The Boys from Syracuse*, the men above are serious American executives celebrating the end of a tough educational seminar. For a couple of weeks they have been students at the Institute for Humanistic Studies in Aspen, Colo. where, like a great many other executives (LIFE, June 24, 1957), they came to stretch their muscles on parallel bars and their minds on the ideas of classic thinkers. During the seminar they became profoundly impressed by the contemporary relevance of Aristotle (who wrote "Poverty is the parent of . . . crime") and of Plato (who declared "When there is an income tax the just man will pay more . . ."). So, when the time came around for their baccalaureate portrait, they draped themselves with bed sheets, decked their brows with boughs of aspen (in place of the laurels used by the Greeks) and hied themselves off to nearby neo-Greek garden which belongs to the

Aspen institute. There, full of new learning, they struck a classic pose.

From the left: Gordon Chapman, secretary-treasurer, American Federation of State, County and Municipal Employees; James Ingebretsen, attorney and president of Spiritual Mobilization; Lloyd Williams, vice president, Pioneer Paper Stock Co.; John Winterbotham (*seated, with wreath*), partner in Goodbody & Co.; C. W. Bohmer Jr., industrial sales manager, Esso Standard Oil Co.; William Erskine, sales manager, Container Corp.; Richard Bullen, organization director of IBM; Raymond Alden, chief engineer, Hawaiian Telephone Co.; Mortimer Adler (*seated*), director of the Institute for Philosophical Research; Joseph McMicking, chairman of executive committee, Ampex Corp.; Dr. James Tuck, chief of the Program for Peaceful Uses of Atomic Energy at Los Alamos; David McGovern, New York regional sales manager, Inland Container Corp.; John Hanley, vice president, Northern Natural Gas Co.



THE COLLAPSE OF A COMRADE IN ARMS

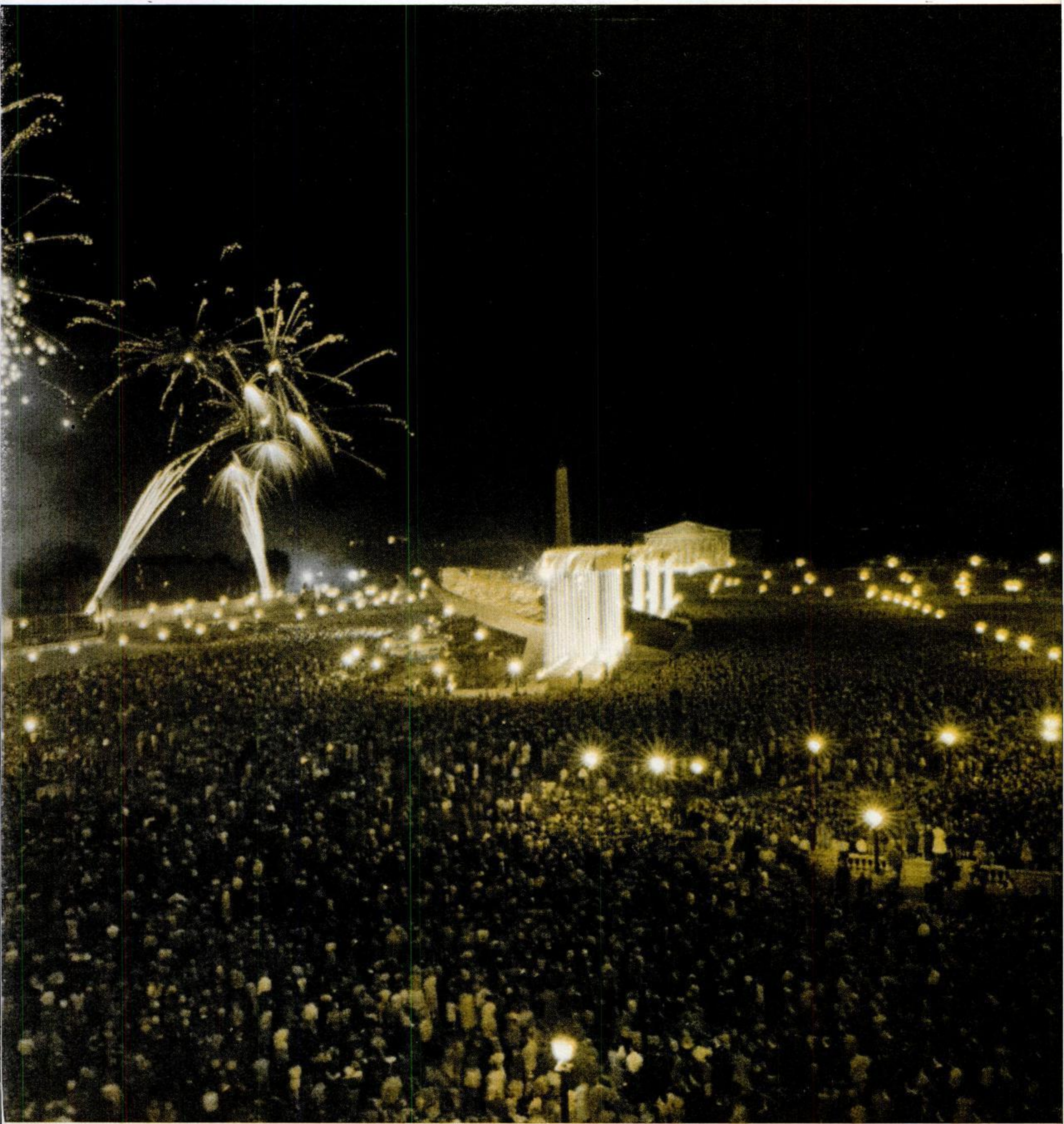
In humid Philadelphia the 10,000-meter run in the U.S.S.R.-U.S. track meet saw three of the four runners cave in from the heat. This dramatic picture was taken as Russia's Hubert

Pyarnaikivi collapsed and had to be carted off by a teammate. Both American entries were hospitalized for exhaustion. Russia's Alexei Desyatchikov remained standing—and won.



← UNBILLED DOUBLE BILL

An unplanned double feature was experienced by Nevadans at drive-in near Carson City. In the hills they could see a forest fire and on the screen the movie *The Light in the Forest*.

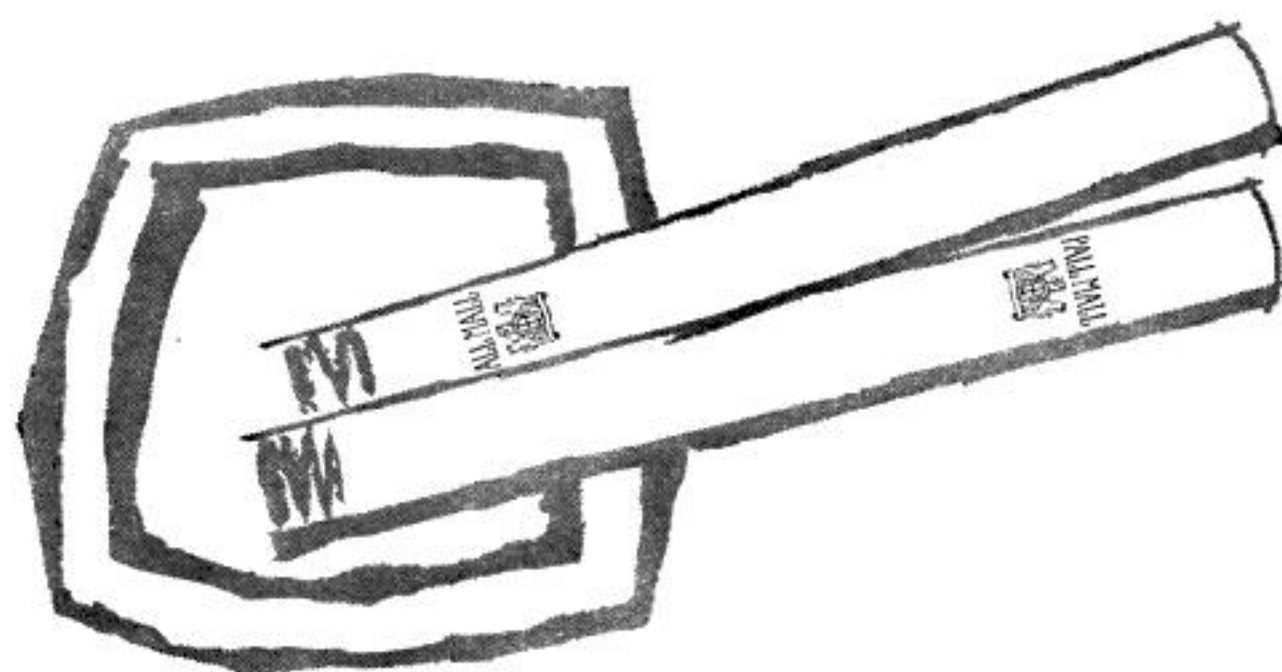


FOR THE GRANDEUR OF FRANCE, THE GRANDEST EVER BASTILLE DAY

The French marked their first Bastille Day under the Fifth Republic, in which De Gaulle is determined to recapture the nation's "grandeur," with the gaudiest celebration in history.

Parisians packed Place de la Concorde on the eve of the holiday to watch fireworks rising from the gardens of the Tuileries (*left*). Lights were played on the Obelisk and Assembly (*rear*)

and a special stand (*center*) from which De Gaulle reviewed a parade. An informal climax to festivities came after the fireworks when citizens danced through the night at outdoor balls.



Get satisfying flavor...
So friendly to your taste!

NO DRY
"SMOKED-OUT"
TASTE!

NO FLAT
"FILTERED-OUT"
FLAVOR!

See how Pall Mall's famous length of fine tobacco travels and gentles the smoke — makes it mild — but does not filter out that satisfying flavor!

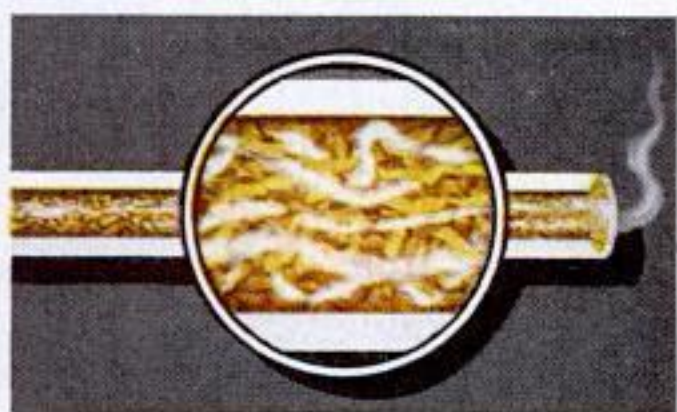
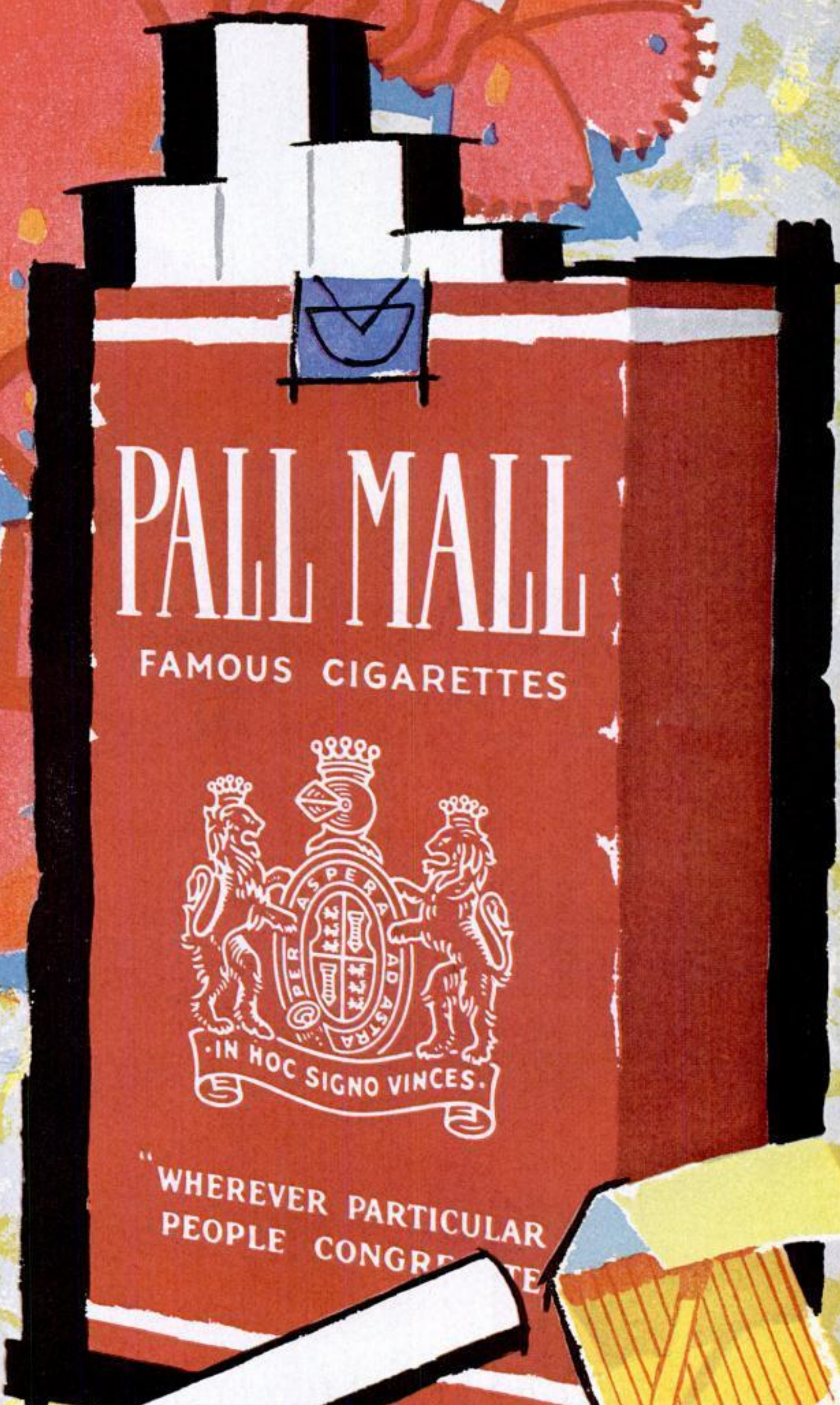


HERE'S WHY SMOKE

You get Pall Mall's famous length of the finest tobaccos money can buy.

Outstanding...and they are Mild!

Product of The American Tobacco Company — "Tobacco is our middle name"



"TRAVELED" THROUGH FINE TOBACCO TASTES BEST

- 2 Pall Mall's famous length travels and gentles the smoke naturally . . .
- 3 Travels it over, under, around and through Pall Mall's fine tobaccos!

You can light either end!



"RC!
For Gramps
and Me!"



Take along ice cold Royal Crown Cola. Delicious! You'll discover a wonderful difference in today's RC. It's sprightlier...*fresher*...with a delightfully less sweet taste all its own. (Made from fresh protected concentrate instead of perishable syrup.) Try RC and see!

You'll prefer  the *fresher* refresher

THE LAST OF A MASTER

Satirical art of Grosz impaled chaotic times

Sharp, penetrating, severe, the gaze of George Grosz surveyed the world and the pen in his massive hand ruthlessly traced the truths his gaze laid bare. For 50 years the German-born artist recorded his times "with black lines of fury and accusation." But today his eyes are closed, his pen is still. At 65 the great satirist was struck down by a heart attack.

George Grosz never wanted to be a satirist. He wanted to be a painter in the grand tradition of Rembrandt or Rubens. But from early childhood his lively talent for drawing dominated his art studies, and at 17 he sold his first sketch to a Berlin newspaper. In 1914 Grosz enlisted in the army. But his highly sensitive and individualistic nature was galled by the corruption of the army, and the accompanying evils of wartime society filled him with a "disgust and aversion for mankind."

At the war's end, profoundly disillusioned, Grosz threw himself into a concentrated period of drawing from which emerged his greatest works. Nothing escaped his flaying vision. Profiteers, prostitutes, smug priests and cold-blooded militarists (right) were impaled on his pen. Outraged by his attacks, the government arrested and fined him three times. But Grosz's uncompromising art won him worldwide fame. In 1932 he was invited by the Art Students League to come to New York City to teach. Sensing the dangers that lay ahead under Nazism, Grosz accepted.

In the U.S. he took a brief, surprising lease on optimism. Eager to Americanize himself, he reveled in cowboy movies, tried his hand at slick commercial art. His work lost its bitter focus; he painted romantic landscapes, seductive nudes, detailed still-lives.

But the shadow of the war was settling once more over the world and Grosz's lyrical scenes gave way to desolate landscapes crawling with rats and maimed humanity. The disillusionment that engulfed his youth overtook him again—but this time without creative rewards. The trenchant power of his drawings was missing in his paintings. His colors were garish, his symbols were hackneyed.

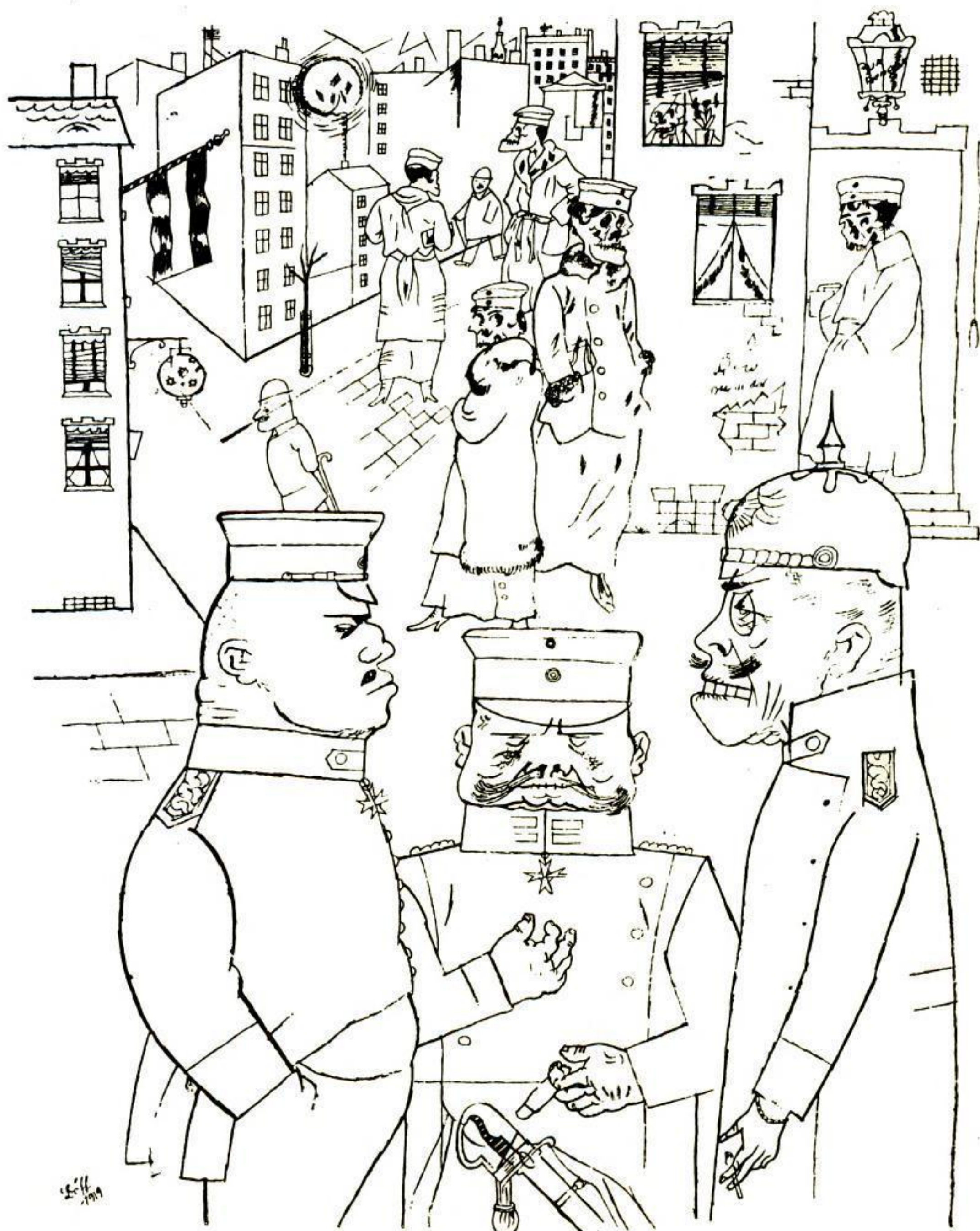
Last month Grosz returned to Germany, hoping to recapture there the "dream" of his happy days before the first world war. The dream was to remain a dream. He died a short time after arriving in Berlin. But the tormented realities of the world he saw are preserved in his searing sketches which assure Grosz a distinguished place among the great masters of satire.

DOROTHY SEIBERLING
LIFE Art Editor

"PIMPS OF DEATH" was Grosz's scathing label for military who thrived on destruction. Drawing, done about 1919, shows arrogant officers chatting while death, in the guise of prostitutes, awaits customers.



WELL DRESSED AND WELL OFF IN U.S., GROSZ STILL WORE LOOK THAT REVEALED HIS DEFIANT SPIRIT





What makes a car "catch on"?

With Pontiac it was this way.

A most spirited styling. Highly imaginative, clean, different. The kind that stirs the hardest of hearts.

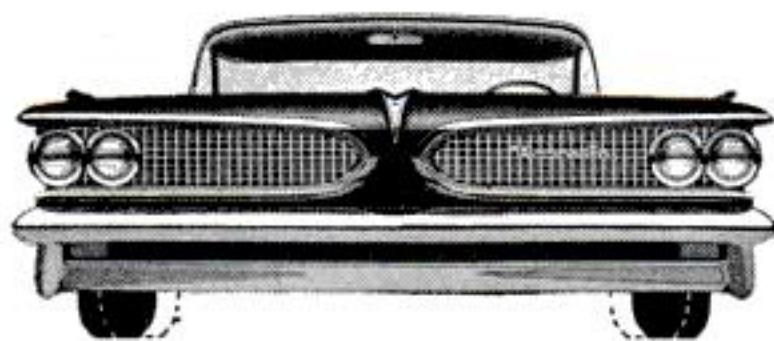
Then a genuinely significant improvement in handling and ride, an innovation:

Wide-Track Wheel design. Wheels farther apart to give the car noticeably greater stability, creating a more secure feeling of control without lean and sway on curves and corners. No other car builder has been able to copy this new track design.

Add to this an unabating zeal for quality on the part of the people who design and build these cars. Their working attitude is refreshingly personal. They create a Pontiac for *your* enjoyment.

It's no formula; it's an art. And you can expect more masterpieces from Pontiac in the years to come.

PONTIAC MOTOR DIVISION, GENERAL MOTORS CORPORATION



The Only Car With Wide-Track Wheels

Wheels are 5 inches farther apart. This widens the stance, not the car. Lower center of gravity makes the car grip the road. Lean and sway disappear. You get safer cornering, easier handling, a steadier, balanced, smoother ride.

PONTIAC! America's Number ① Road Car
Now First in Sales in its Price Class

ANIMALS



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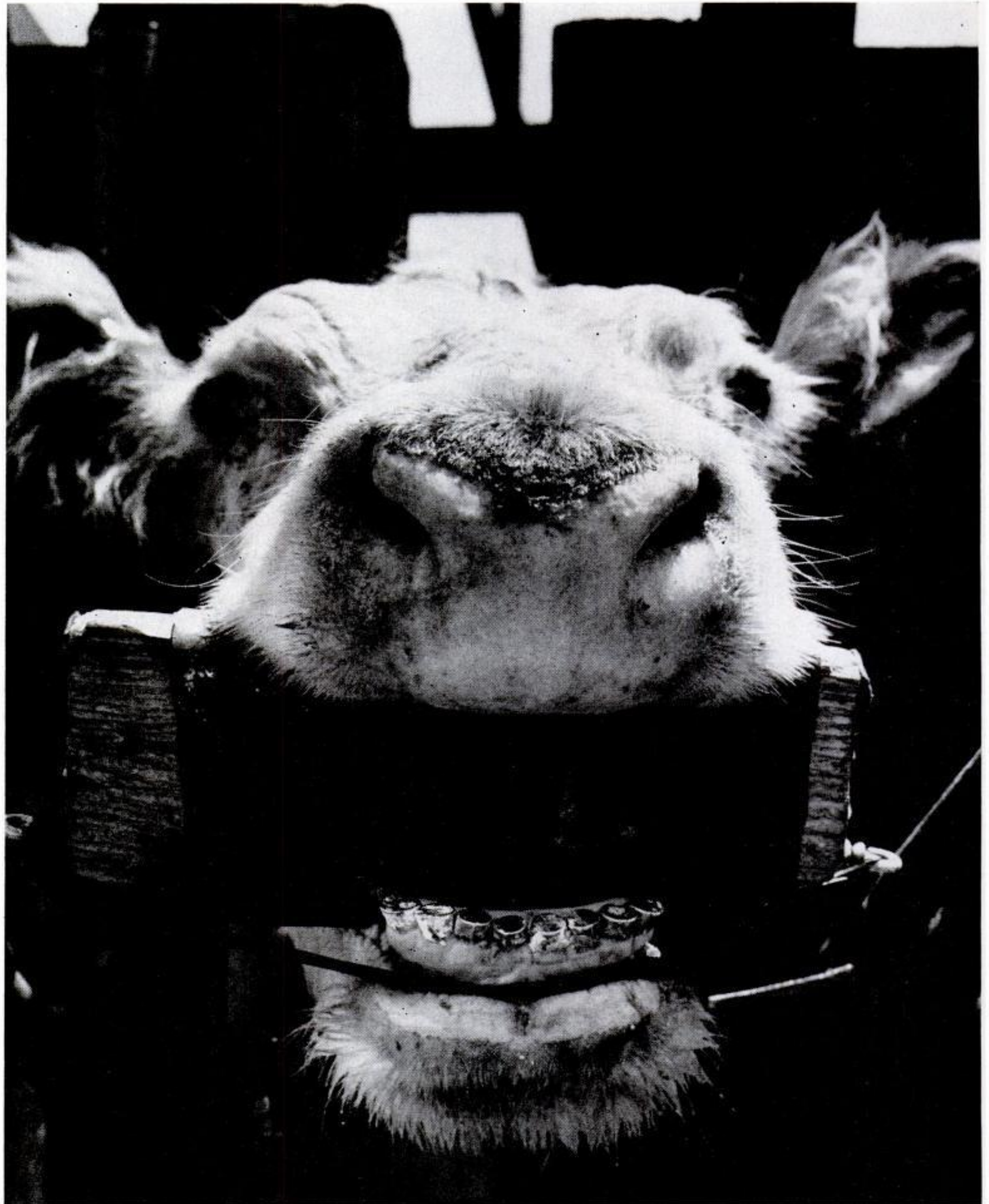
marine supplies, paints, tools,
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whatever you need —

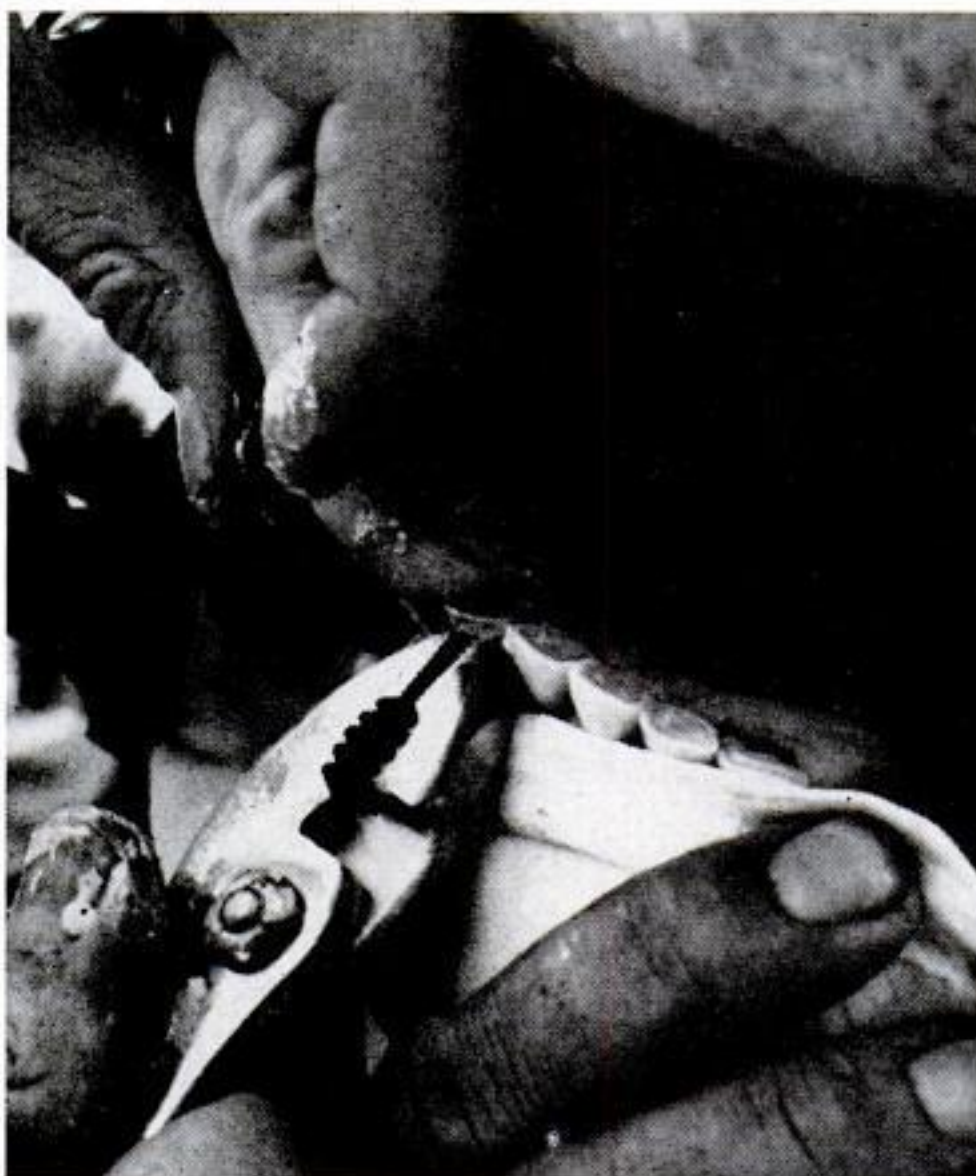
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In The
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HER MOUTH PROPPED OPEN, A COLORADO COW DISPLAYS HER SHINING NEW SET OF STAINLESS STEEL CHOPPERS

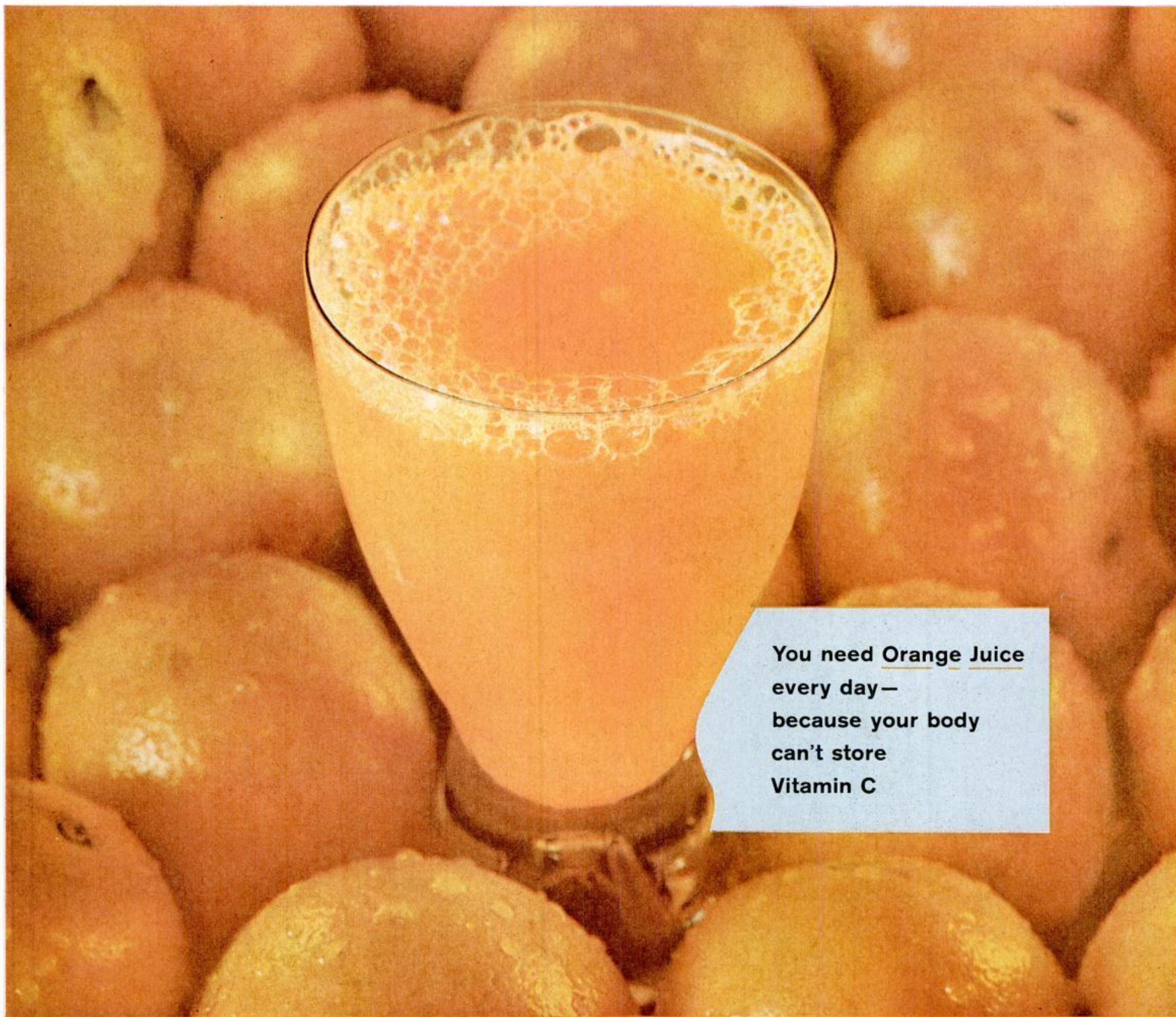


PINCHING A NEW CAP in place with pliers, Dentist Newcomb needs only 10 minutes to complete his task.

Steel Teeth for Cattle

The cow above has just been fitted out with some new equipment that will help both her and her owner. She will live longer and her owner will make more money out of her. On the western plains breeding cows die at 8 or 9 years of age as their teeth are worn down to the gums by constant cropping of tough grass. In easier, lusher areas they can live to be 20, producing calves up to the end. Recently Rood Menter, rancher of Sedgwick, Colo., brought the problem to Dr. Ward Newcomb, a Nebraska dentist. Dr. Newcomb devised a set of false teeth—crowns of stainless steel that can be lined with cement and crimped down around a cow's old teeth. Now 50 of Menter's breeding Herefords have the new choppers, at \$15 a set, and are all doing fine. He believes he has started a small revolution in the cattle industry.

POWERHOUSE of Vitamin C



You need Orange Juice
every day—
because your body
can't store
Vitamin C

Delicious Canned Orange Juice from Florida

the low-cost way to have full-strength juice always ready



GET THE REAL THING!

No synthetic substitute gives you *natural* Vitamin C and the other health benefits of pure orange juice.



Convenient! Economical! One 46-ounce can fills eight big glasses.

Imagine *everything* you desire in orange juice poured right out of a can! Sweet and pure, with golden-fresh sun-ripened flavor . . . and *natural* Vitamin C combined with other vital health benefits. What a *convenient* way to enjoy world-famous Florida orange juice. And it's so economical you can drink as much as you like—get some!

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NEVER
ANOTHER
FLAT
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- Puncture-Sealing • Quiet Running
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GENERAL DUAL 90

2 TREADS AND NYGEN CORD

The **grown-up** way to get your fruit 'n' cereal
just happens to be **Post Raisin Bran**

Delicious fruit and cereal combination. Crispy, golden flakes of bran intermingled with sweet, plump, juicy raisins. Makes getting up in the morning worth while. Makes growing up fun.



All Post cereals happen to be  just a little bit better!



THE Percy family, Mrs. Percy's mother (right) and children's French teacher join hands for grace.

Well-organized Wonder Boy

THE fun out of life," says Charles Harting Percy, "is to set an objective and then go about accomplishing it." By his own standards, Percy has been having a lot of fun. In private life, business and politics, he has been setting and reaching goals at an astonishing rate. He passed his first major one at the age of 29 when he became president of Bell & Howell Co. Now, 10 years later, the hurrying young man is responsible for drafting a goal for the Republican party. As chairman of the Committee on Programs and Progress it is his job to suggest ways by which the Republican party can become a majority instead of a minority party. "We have got to show that the Republican party has a heart as well as a mind," he says.

Percy knows that the problems of pepping up a political party are more complex than building up a photographic equipment company. But he believes that dedication and organization can work miracles. He could cite his own experience. He once ran the largest schoolboy magazine route in Chicago. The late president of Bell & Howell, Joe H. McNabb, noticed Percy on a

summer vacation job and persuaded him to return after his graduation from the University of Chicago in 1941. Percy was in the service for three years. Then, when McNabb died in 1949, he succeeded him as president and boosted its sales from \$13 to \$59 million a year.

The youthful new boss startled older Bell & Howell employees by expanding everyone's responsibilities. "My idea," he says, "is to spend time only on those things that require my attention. Responsibility brings out the best in people." He had university professors conduct seminars on "the nature of man" and encouraged executives to stir their minds by reading great books. Percy himself tries to read a book a week. The Percy Plan might have been hard for subordinates to swallow if it were not for the boss's own enthusiasm and basic modesty. He considers himself "just another businessman" and complains that he's such a mediocre photographer no one will look at his movies.

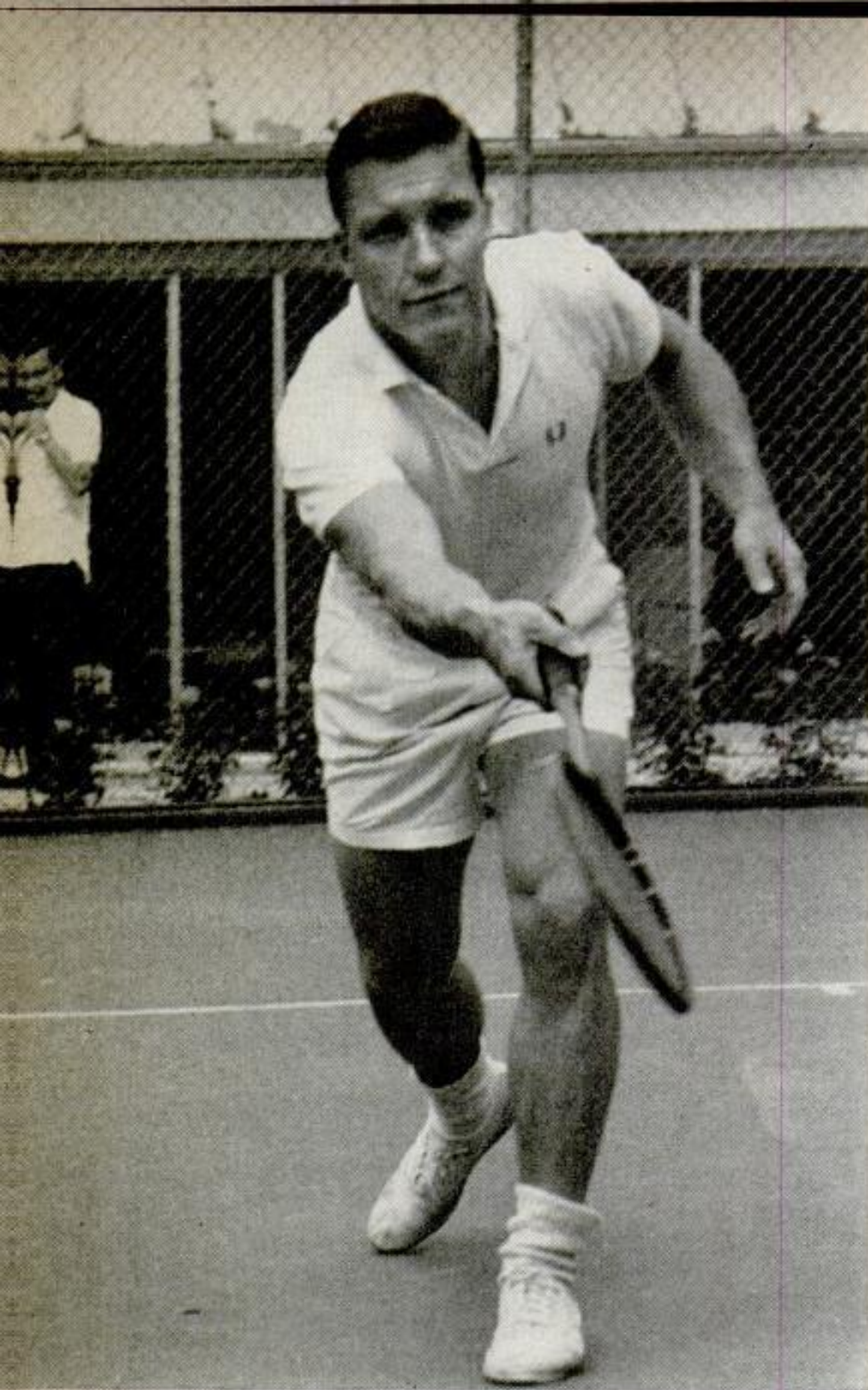
The only thing Percy lets interfere with business or politics is his family. He and wife Lorraine and their five children spend most of their

"We can draw on many people for ideas but finally I must make my own decisions. Religion is a universal source of counsel, and a composite of all great thinking."



PRESIDENT Percy sits by sign: "There is no limit to the good man can do if he doesn't care who gets credit."

"I look on my political activities as a duty and a complete necessity. I think laborers, farmers, housewives, all should become involved in political activity."



ON private tennis court, Percy plays with one of his children. He gave up golf because it took too much time from family.

"We have a small 12-foot aluminum boat and a three-horse outboard. So there's no launching problem. We all get fun out of it without the complications of a bigger boat. I like to keep it casual."

PERCY CONTINUED

well-organized time at their lakeshore home in Kenilworth, Ill. Some of Percy's favorite principles of business rule their daily routine. The children, awakened by an appointed "floor captain" at 6:45 each morning, join their parents for a hymn-sing and Bible-reading before breakfast—the Percys are devout Christian Scientists. Around the table they are all encouraged to participate in a group discussion of a chosen topic. On weekends each child completes two hours of chores before play. "I don't believe in the unrestrained expression of childhood. I think children need a well-ordered life and I think they are especially receptive to responsibility."

Some years ago the Percys founded an annual "children's day" when the children were allowed to do anything they wanted. "It was one of the quietest days ever," Percy says. "The children had candy bars for breakfast and then watched TV for seven straight hours. They finally went to bed with bloodshot eyes. It served a purpose. Afterward they looked forward to discipline. You might say, they were learning the value of government and appreciated its necessity."

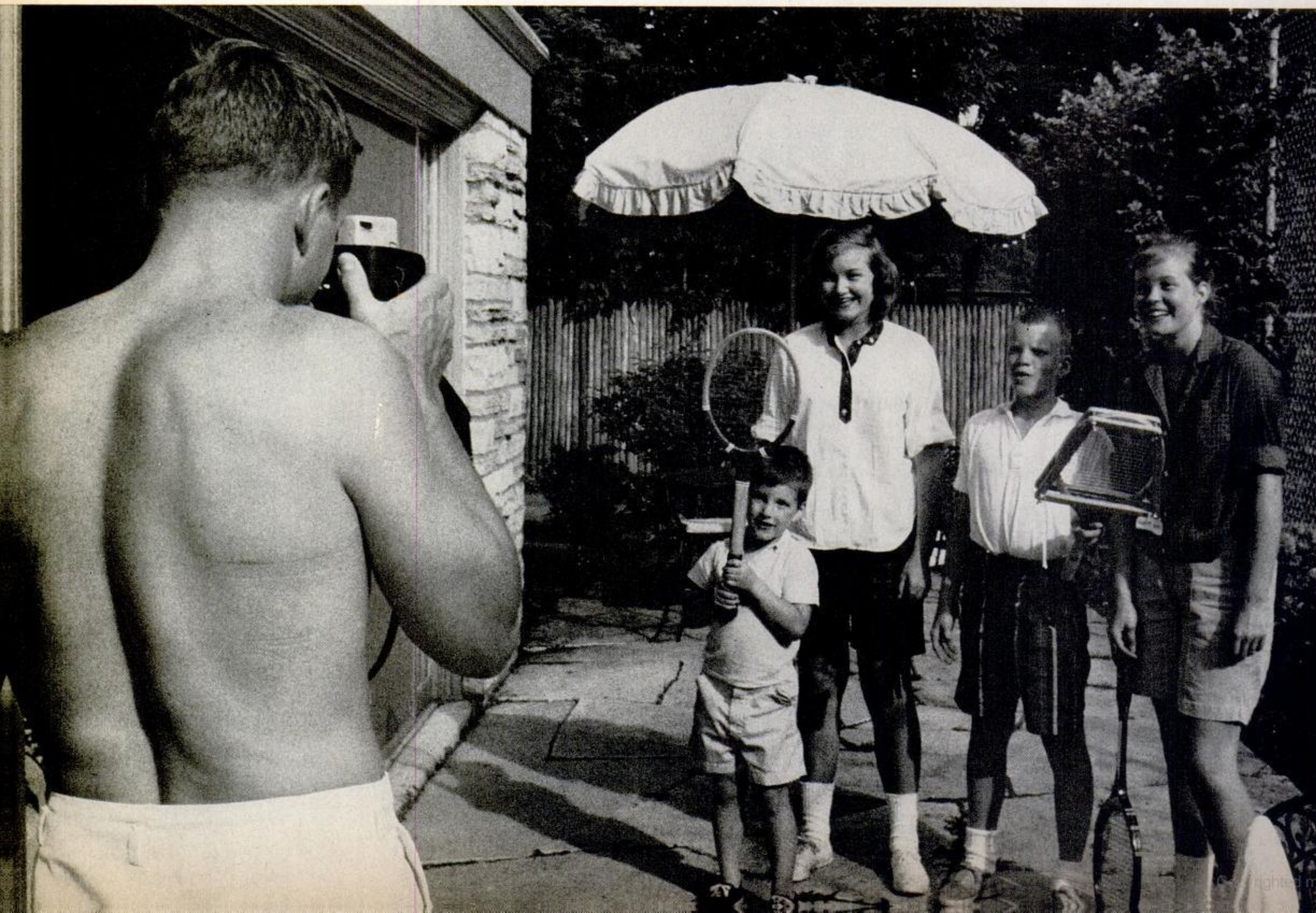
FOUR of five Percy children—Mark, 3, Roger, 12, 14-year-old twins Valerie and Sharon—line up for their father's camera.

"As we grow older, children tend to think of us as old fogies. I have kept a film record of the family for 20 years. It keeps you young in the children's eyes when they see how we all looked years ago."



AFTER a swim and search for stones and "treasure" on shore of Lake Michigan, Percy hoses off Roger's feet.

"Palship and togetherness can be carried too far. You have to have a balanced relationship. But children must learn that proper action is rewarded and improper action is punished."



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"Good for you!"

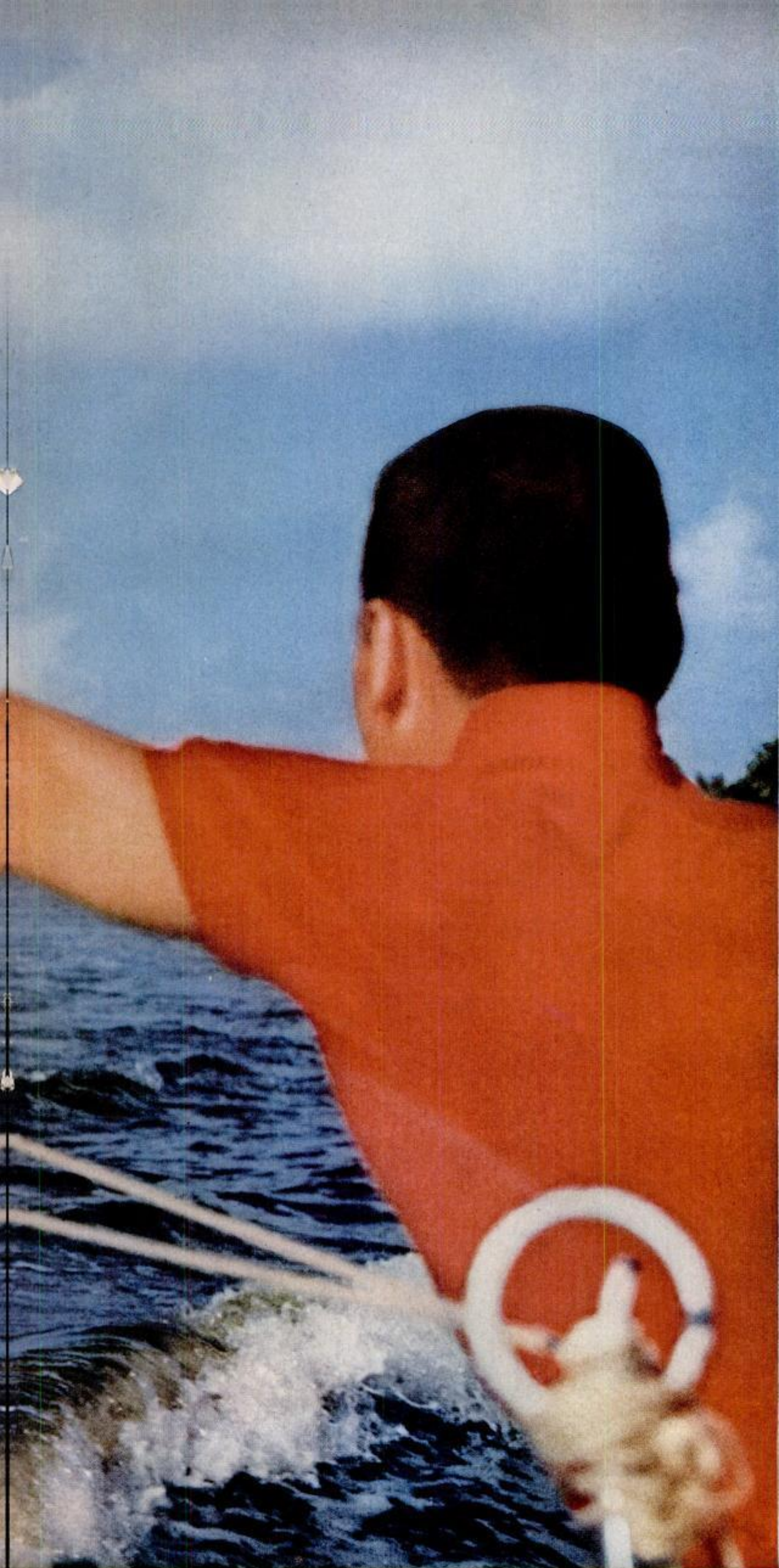
GOOD GOING! Now you've "got the hang of it"... now you know how to water-ski. And later on, it's really great to relax with a good glass of cold beer.

No other beverage hits the spot like beer —nothing is so rewarding. And a glass of beer really picks you up too.

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Water-skiing can take a lot out of you. But beer "puts it back into you."

Beer's rich in wonderful healthful things. Nature's own choice barley malt and hops. Minerals. The purest water.

That's why a good wholesome glass of beer perks you up—won't let you down.



Beer Belongs—to the fun of living!





A MUSKY BELTS LURE INTO THE AIR (ABOVE), THEN BOILS WATER AS HE TAKES PLUG DOWN (RIGHT)

Mean Musky in Fierce Fight

FRESH WATER GIANT IS AN ACROBATIC CATCH

The lily pad, symbol of watery tranquillity, marks a favorite hideout of North America's fiercest fresh water gamefish. He is the huge and voracious muskellunge, alias the musky. He usually lurks alone in his weedy domain—but only because he has devoured everything else in sight. He attacks other fish, including other muskies, grabs at muskrats and ducklings on the surface, and has even been known to leap from the water in fierce pursuit of low-flying birds. Muskies frequently get up to 50 pounds and when a big one decides to strike a fisherman's lure, he literally pounces (*above*), and sometimes misses in the blind fury of his charge. But when he connects and the fisherman has made his strike, the water boils around the lily pads (*right*). In the remarkable set of pictures beginning on these pages, LIFE catches the musky at his acrobatic best.

Photographed for LIFE by GEORGE SILK





MUSKY CONTINUED

First the Savage Strike,

Once a fisherman hooks into a musky, he has his work cut out for him. But the hardest job is getting him on the hook. This may take days, weeks, even entire seasons. But musky fishermen are a dedicated breed—hardy, patient men who know the rough country of the musky belt, from Minnesota east through the northern United States and southern Canada. For them no other fish will satisfy, no search is too long.

In deep, fast rivers where muskies are found, blind trolling over channels and concealed weed beds is usually the fisherman's best bet. But on



CHARGING THE LURE, a musky cuts through the water like a surfacing submarine. Mud Puppy plug is used to suggest crippled, struggling sucker.



FEELING THE HOOKS for the first time just after the strike, the musky flogs the water as he makes a sweeping turn away from the fisherman.



STARTING TO FIGHT, enraged musky flounders and flails in a wild attempt to free himself from big treble hook now set firmly in his mouth.



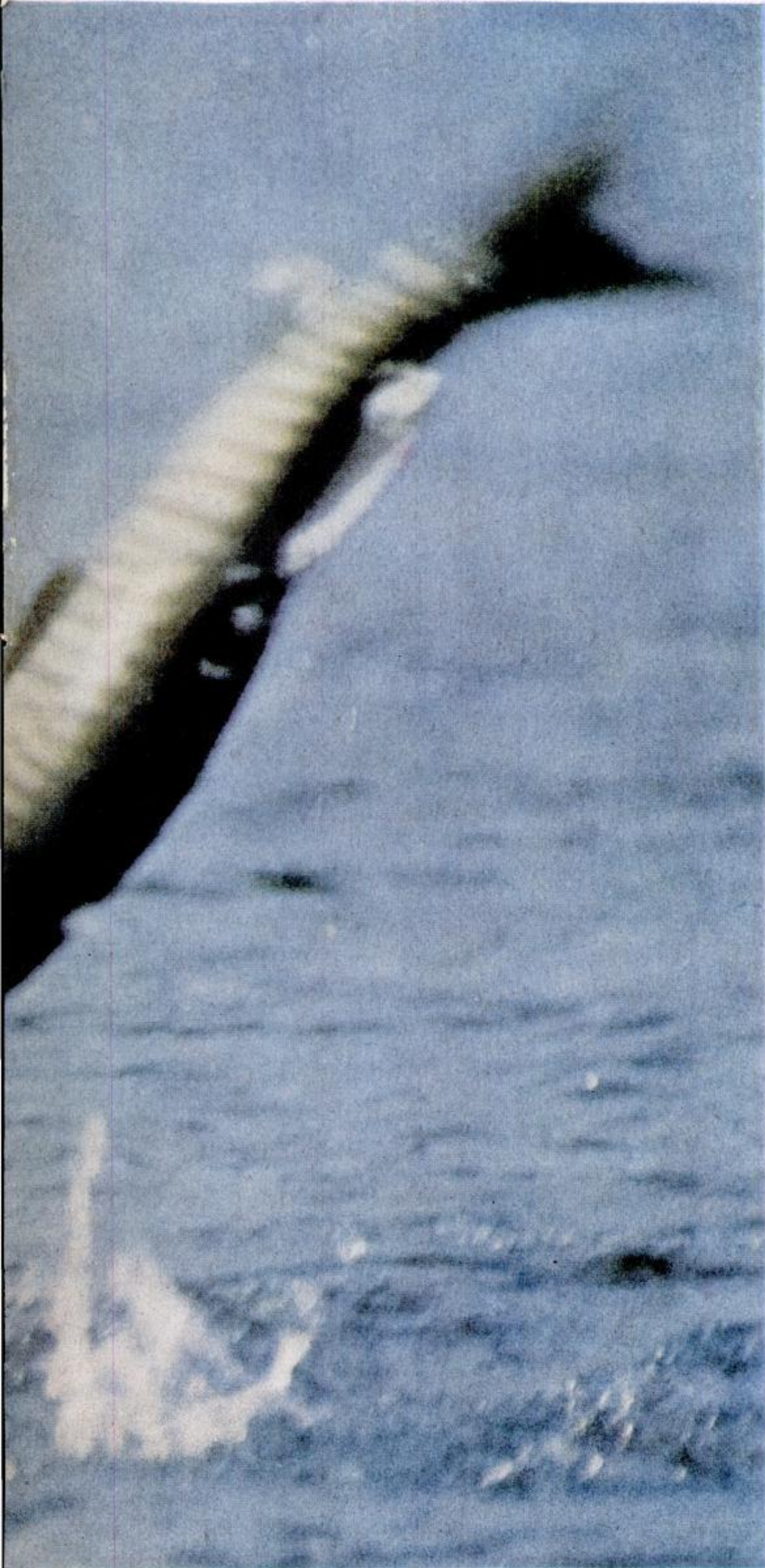
IN WRITHING LEAP, a 20-pound musky slices back into the water after a three-foot jump. The fight of a large musky often lasts for half an hour or more.

and Then a Writhing, Splashy Aerial Circus

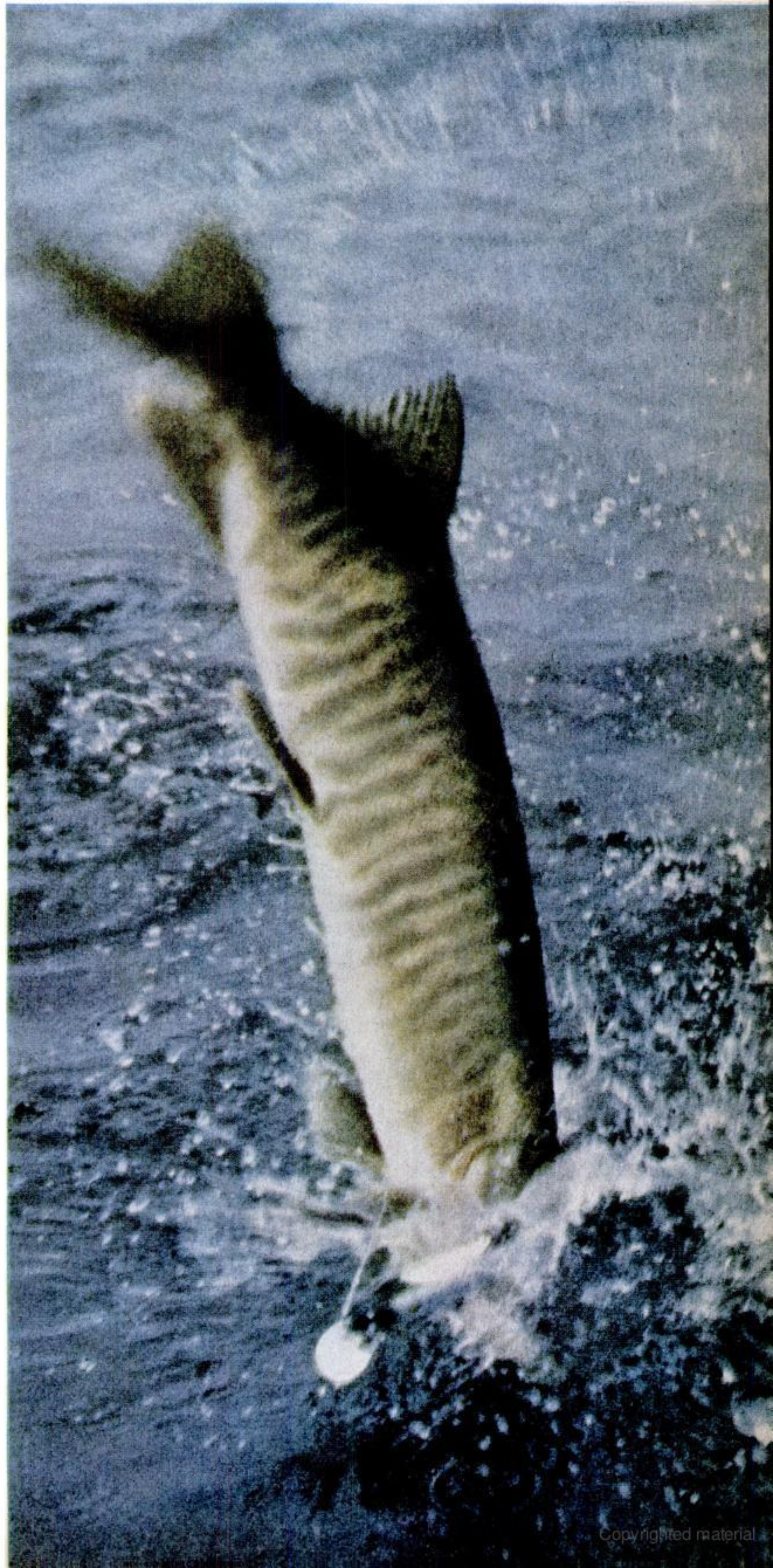
flat water like Musky Lake in Ontario where these pictures were taken, bait or plug casting is more effective. Even when a musky is spotted lying in the shallows, there is no guarantee he will strike. Cunning, suspicious, given to curious fasting periods, he may treat the fisherman's offering with disdain. When fishing artistry has failed, exasperated musky addicts have even resorted to splashing the water with their oars in order to anger the fish and bring him on.

Once a musky strikes and the hooks are firmly set, he begins a wild,

gymnastic dash for freedom which may take him all over the lake. Flailing and charging, the fish leaps again and again out of the water, standing on his tail, twisting like an eel, changing his course erratically, suddenly sounding in an attempt to snap the line on a sunken log. When the fight is played out of him and he is drawn close to the boat, the battle still is not won, for a musky's barracudalike teeth can easily chomp through a landing net or a fisherman's careless hand. Even in sure defeat, boated and stunned by a club, the musky is still a vicious-looking foe (*next page*).



HITTING HEADFIRST, musky knifes into the water again after another big jump. Frantic fight is aimed at spitting out the hook, breaking or fouling the line.



CONTINUED



NEARING THE END, a tired musky, teeth bared by hook, is drawn up beside boat. Most fishermen use billy clubs or ax handles for the kill.

AN AWESOME SIGHT is presented by 30-pound musky fresh off the hook. Fisherman who made catch is holding prize just behind the gills.

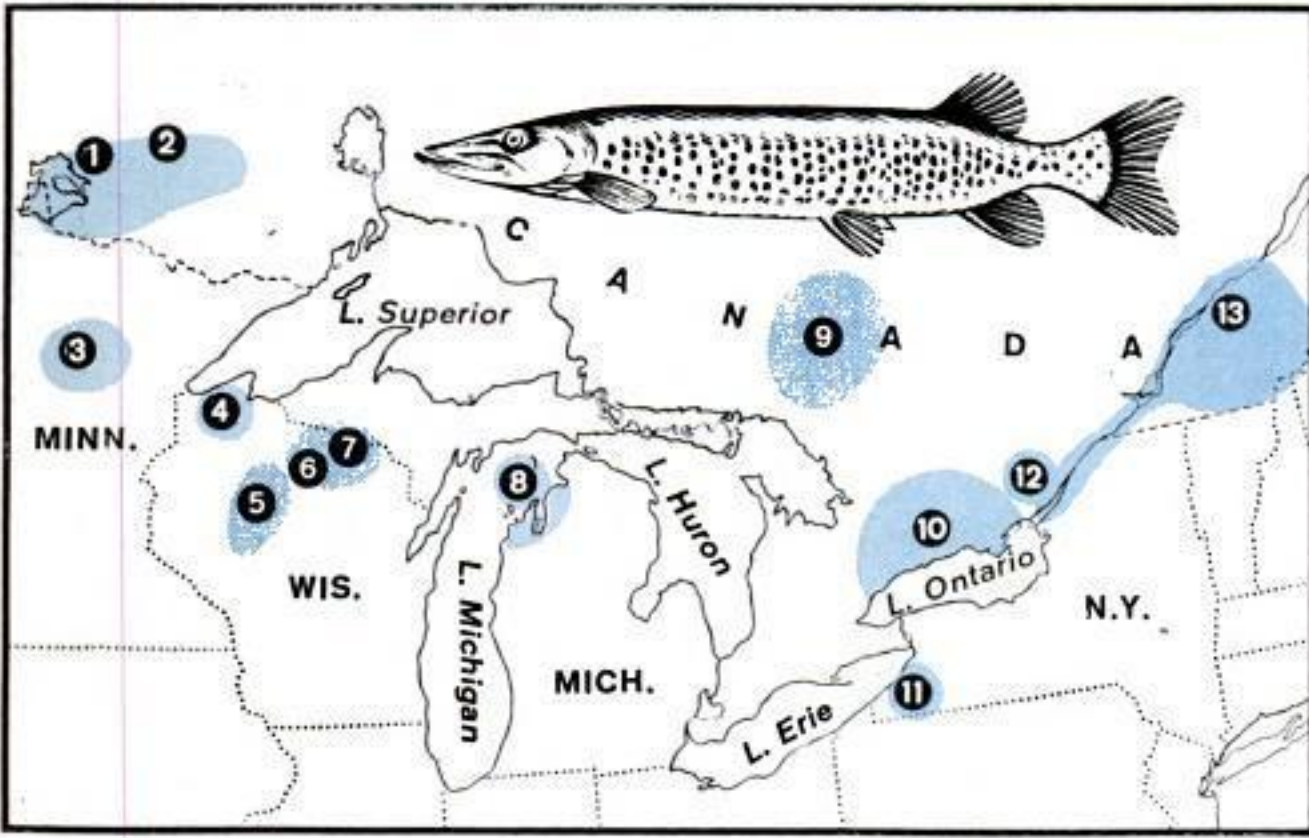




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MUSKY COUNTRY, shown by light blue areas, extends eastward from Minnesota to Quebec. The choicest spots (in dark blue) are: 1 Lake of the Woods, 2 Eagle Lake, 3 Leech Lake, 4 Eau Claire Lakes, 5 Chippewa Flowage, 6 Lac du Flambeau, 7 Lac Vieux Desert, 8 Traverse Bay, 9 Lake Nipissing, 10 Pigeon Lake, 11 Chautauqua Lake, 12 Thousand Islands and 13 Nicolet River area.

THE MUSKY LEGENDS GET A NEW LIFT

To the Indians the *muskellunge* was the "ugly pike" and for the most part they wanted nothing to do with the big fish. The white man did and has had reason to regret it. "God made muskies to tantalize the white man," complains one old musky hunter.

The musky has made legends for the white man. Stories about the fish, both tall and true, spread all through the musky belt from Minnesota to the St. Lawrence. Most of the stories are about fanatics who come back year after year to one special spot in order to hunt one special fish. If a musky is famous enough to have several hundred hunters on its trail, it has to be old. Thus, the big ones are called "old people." According to legend some muskies live for centuries but this isn't true. A musky seldom lives longer than 20 years. This is plenty long enough for it to get very big and very smart.

Half the population of Wisconsin is familiar with the monster that inhabits a patch of water in Minocqua Lake. It weighs 100 pounds if it weighs an ounce. Another lurks below a dam on Wisconsin's Chippewa River, and every year a pilgrimage of hunters visits his lair trying to get a hook into him.

Just getting a look at one of these "old people" is sometimes enough. Occasionally they come up to play games with the hunter, following the lure at a distance of one foot while keeping an eye "larger than a human's" cocked on the boat. They have been known to take the bait in their jaws and hold it for as long as 45 minutes before letting it go to swim off nonchalantly into the depths.

The latest musky story tops most of the old legends even though it is absolutely true. It involves four young people and one of the "old people," and took place in broad daylight on the afternoon of June 20 on "26" Lake near the Eau Claire Lakes (map above) in Wisconsin.

Towheaded Glenn Schaaf, 12, his brother Ernie, 11, and two playmates had been swimming strenuously all day when they decided to try out a fishing rod. All four got into the Schaaf rowboat and set forth. Ernie rowed. Glenn took charge of the rod, which had 30-pound-test nylon line and a 30¢ black-and-white imitation lure. George Crittenden and Jerry Bicha, both 13, were along mostly for the ride.

On the first cast Glenn hooked something that felt like a "bunch of weeds." He told his brother Ernie to stop rowing. Then the rod started to jerk, gently at first and then violently. "I think I got a whale," Glenn announced. The line whipped off the reel, then went slack as the fish turned and headed back toward the boat. A few seconds later four breathless boys were exposed to a sight that has caused grown men to keel over with heart attacks.

A huge musky broke water. It came up as if in slow motion, almost within spitting distance—first its ugly snout, then the rest of its body until there seemed no end to it. The fish tried to shake the hook. Then it plopped back into the lake with a dull splash. Their

CONTINUED

"Special Delivery". For an 8" by 10" full-color print of this original photo by Walter Chandoa, send 25¢ in coin to Cat Pictures, Dept. L-49, Box 6586, Chicago 77, Illinois. Offer good only in U.S.A.



"Day after day...
I feed them a balanced diet of Puss 'n Boots
they flourish on it"

"My cats won't look at any other food," says Mrs. L. G. of Toledo. "They prefer it even to the table food I sometimes offer them."

That's often the way with healthy, intelligent cats. They seem to know by instinct the importance of a daily feeding of Puss 'n Boots...and just won't go without it.

Perhaps it's because Puss 'n Boots is made by people who love and understand cats. They put into it *everything* a cat needs *every day*: whole fish—a natural storehouse of proteins, vitamins and minerals; selected cereals; extra Vitamins B₁ and E.

And because each serving of Puss 'n Boots provides so much balanced nutrition—you need no dietary supplements. Just be sure to feed it at least once a day—every day.

Packed in 8-oz. and 15-oz. sizes

Many foods combined in each 8-oz. can

A can of Puss 'n Boots has *twice* as much calcium—for strong bones—as a 10-ounce glass of milk.

Puss 'n Boots has *four* times as much blood-building iron as a same-sized can of salmon.

There is as much protein in a can of Puss 'n Boots as in *four* fresh whole eggs.

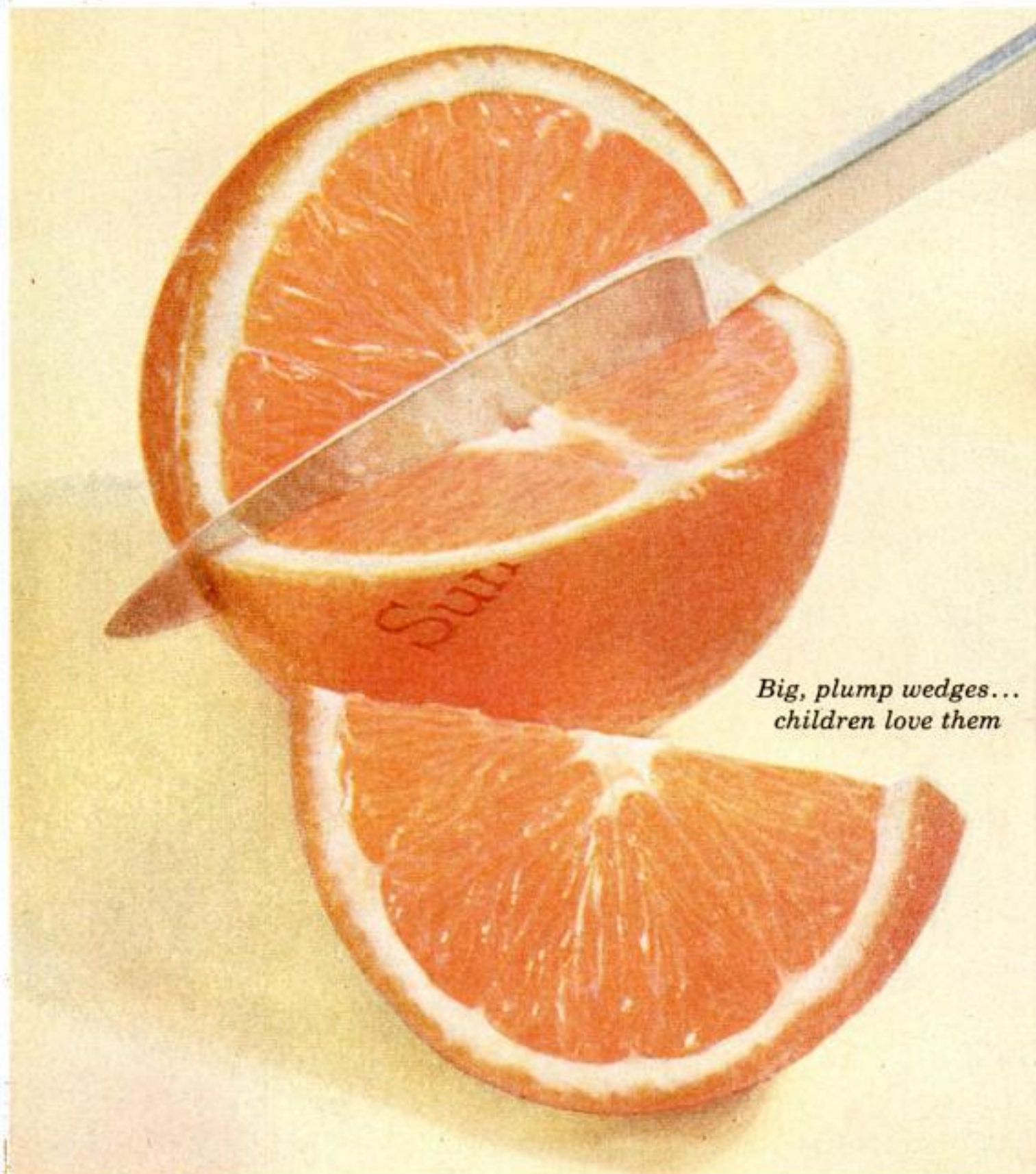
Puss 'n Boots contains *more* appetite-promoting thiamine than an equal serving of chicken.

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Eat whole fresh oranges...drink whole fresh orange juice

The Sunkist trade-mark stamped on the fruit is your guarantee of the finest from California-Arizona. Accept nothing less.

MUSKY CONTINUED

excitement suddenly turned to fear. "Maybe it's an alligator," said one.

They knew better, coming from musky country. The fish did not jump again, but instead it swam in great circles and there was no stopping its powerful rushes. But whenever there was some slack in the line Glenn reeled in madly.

After an hour he was tired. His wrists ached and his arms were numb. He turned to surrender the rod to George Crittenden, but one look changed his mind. George was too scared. At 4:30 p.m., an hour and a half after hooking the giant fish, 65-pound Glenn was still fighting it. Then the musky made its final desperate run—straight in toward the shore. When all the line was gone, Glenn turned and shouted to his brother, "Row for shore!"

Ernie rowed for dear life. In shallow water they gained on the fish and Glenn got in some line. They could see the fish boiling the surface near shore. Glenn made a bold unprecedented decision. "Come on," he shouted. "We're going in after him."

He handed the rod to Ernie and jumped in. George and Jerry, screwing up their courage, followed him. Glenn made a flying tackle and got the musky just behind the gills. George grabbed it around the belly. Jerry desperately hung onto the whipping tail. The three wrestled the great fish onto dry land, screaming at the top of their lungs. And Ernie, still holding the rod in the boat, fell in.

"I wonder what my dad will say?" Glenn kept saying between whoops. He was soon to learn. His father, hearing all the shouting ("I thought someone was drowning"), came running down to the lake and saw the fish. What he said was, "Holy man!"

He helped the boys carry the great musky up to Troy Main's general store for weighing. It tipped the scales at 48 pounds even. It measured 52½ inches in length and 26½ inches in girth. This did not quite add up to a world's record, but no fish that will ever be caught in Muskyland can ever do as much for the legends as Glenn Schaaf's.

MARSHALL SMITH
LIFE Sports Editor



KID ANGLERS pose with musky they all helped to catch. From left are Ernie Schaaf, George Crittenden (glasses), Jerry Bicha and Glenn Schaaf. The fish is now in freezer, will be mounted in Troy Main's general store in Webb Lake.

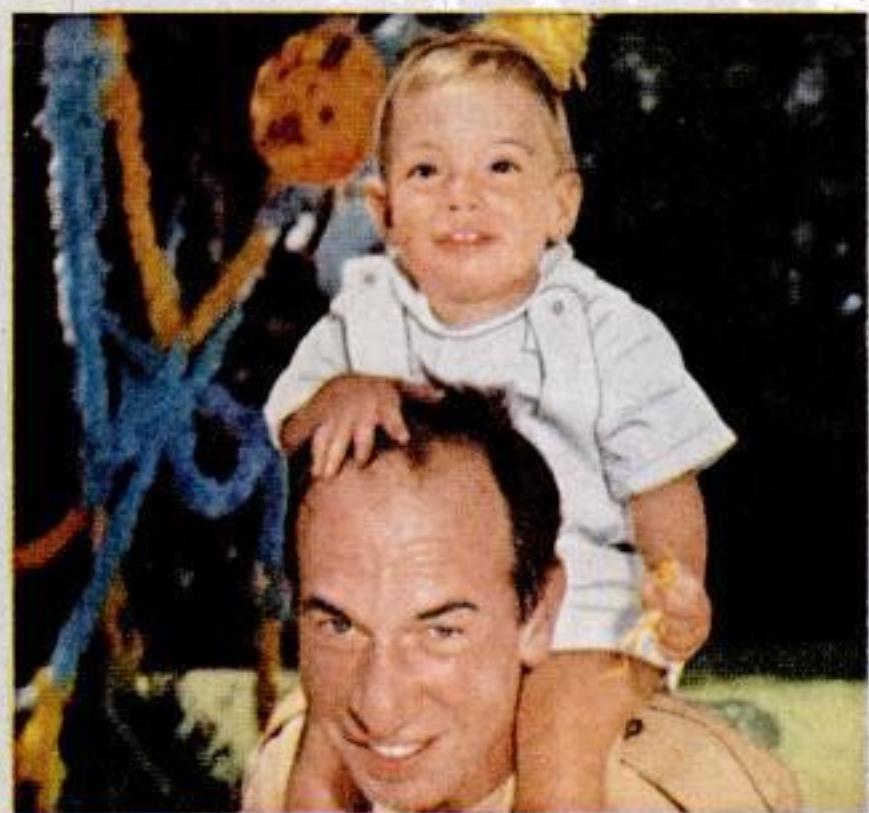


"Double Birthday—Maria was 3, and Gabriel, 2. I got the best present of all: this picture. I have a framed 11-by-14 of it in the living room."

Rosemary Clooney says: "If I can get Kodacolor snapshots like these, any mother can!"

Save your family's fun in glorious, lifelike pictures. Use Kodacolor Film in your camera this weekend. Aim...shoot...you've got it!

"José always *took* our family pictures," says Rosemary Clooney Ferrer, popular TV star and recording artist. "So he was never *in* any. I tried snapping some at the birthday party. Though I hadn't used a camera since high school, Kodacolor Film made it easy!" (Use the same roll indoors and out . . . in *any* camera. It can be processed locally in many cities, or by Kodak.)



"*Gabriel* plays jockey, and José loves it. I'm amazed how much this picture looks like them. Kodacolor and a Brownie Camera give me remarkable results!"



"*Miguel* practices for his life's ambition—he wants to be a fireman. Even though his face is in the shade, Kodacolor made him come out bright and clear."



"*Maria* is all sugar 'n spice. I'm so thrilled to have this picture. But what mother wouldn't be?"

See Kodak's "The Ed Sullivan Show" and "The Adventures of Ozzie and Harriet"

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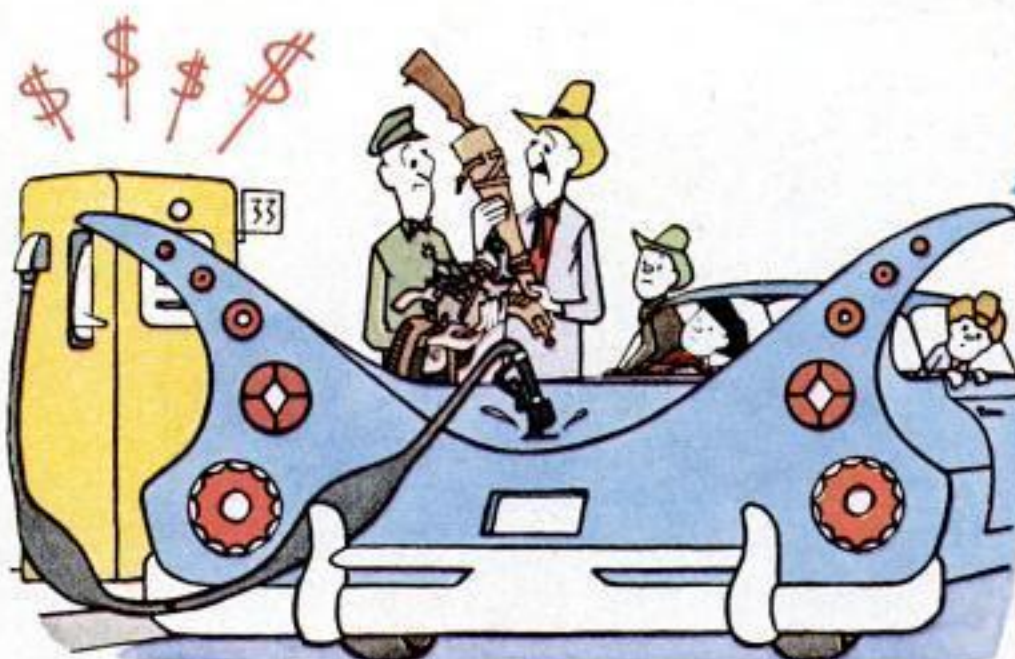
Kodak
TRADEMARK

RANCHER GETS BUM STEER

by *Lyndee*



"I need a vacation," said the Texas cattle-king. "Why not get yourself a big new car," said his foreman, "pack up your family, and visit New York?"



So he did. But by the time he reached the Texas border, the big car had burned up all his cash in gas and oil and repairs. So he had to hock his guns and spurs.



In the big city, they found the big bus wouldn't fit regular parking spaces, and garages charged double. "Looks like I got a bum steer," said the Texan.



He tried a little foreign car, but there wasn't room for his size-12 boots and 20-gallon hat. "Where," asked his wife, "would the kiddies ride . . . sidesaddle?"

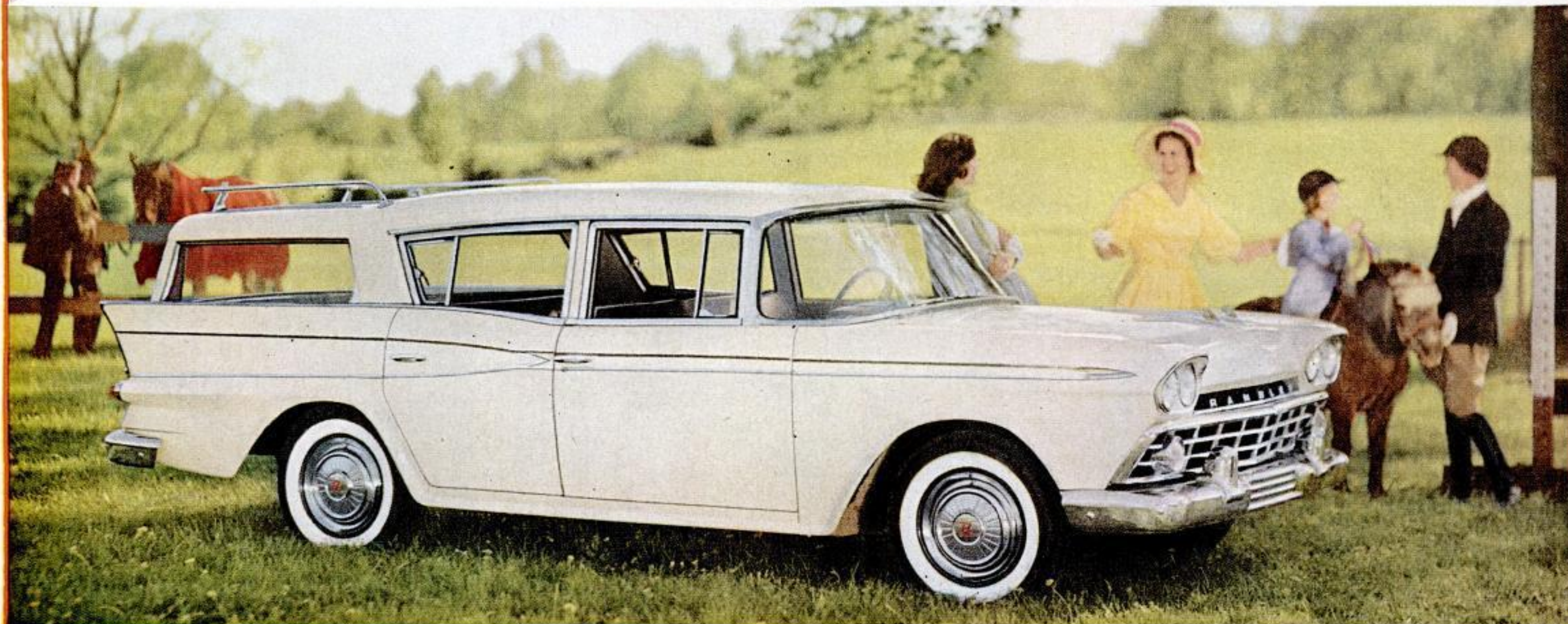


Then, a friendly native spoke up: "Try Rambler, with big-car room, small-car economy." So they did . . . and had a fine time seeing the town in this easier-handling car.



With front seats that glide back and forth individually, the tall Texan had extra legroom. Low-cost air conditioning kept them cool on the desert. Try it.

Go Rambler... *the compact* quality car*
Get the best of both: Big car room, small car economy



Look at the record: Rambler now outsells not only most big cars, but all six best-selling foreign cars combined. The reason: Rambler saves you more than ever on first cost, on gas, on repairs. Rambler gives you big 6-passenger room, yet is easiest to turn, parks anywhere. The

only low-priced car with modern single unit construction . . . stronger, longer-lasting, rattleproof. Highest resale. Enjoy exclusive Personalized Comfort: separate front seats glide back and forth individually; reclining seatbacks; adjustable headrests. Go Rambler . . . and save.

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**New 100-inch wheelbase
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\$1835

Suggested delivered price at Kenosha, Wisconsin, for 2-door sedan at left. State and local taxes, if any, automatic transmission and optional equipment, extra.

*TRADEMARK AMERICAN MOTORS



AS A THEATER QUEEN, Ethel Merman in this specially staged picture waves in characters who provide highlights in *Gypsy*. From right are Gypsy and June

as children, June a few years later with a cow, mother's boyfriend (Jack Klugman), strip-tease girl (Faith Dane), Gypsy again (Sandra Church) in burlesque.

'Gypsy' Runaway \$82,992

ETHEL MERMAN PULLS THEM IN TO MOST PROFITABLE BROADWAY MUSICAL

Shortly after *Gypsy* opened, *Variety* reported (above) that more money had been paid for one week's admissions than for any other musical in Broadway history. Except financially, however, *Gypsy* is not a real history-maker. It has a fine professional sheen, some good songs and a platoon of gifted performers. But its central character, a stage mother, turns out eventually to be as exasperating in the show as many stage mothers are in real life—bossy, single-minded, tiresome in pursuit of her tawdry goals. She is Madame Rose, mother of Gypsy Rose Lee, whose story was told in the famous stripper's memoirs and retold for the stage

by Arthur Laurents. Madame Rose was hell bent to put Gypsy and her sister—now Actress June Havoc—into vaudeville. She bamboozled her way across the country, booking her troupe into flea-bitten theaters until vaudeville died and Gypsy graduated into burlesque.

Ethel Merman does her brassy best in the role of Madame Rose. She is successful when she takes over the songs—written by Jule Styne and Stephen Sondheim—and shouts that "some people sit on their butts, got the dream, yeah, but not the guts." But not even Merman can make *Gypsy* consistently entertaining—although she sure brings in the dollars.

CONTINUED



GRABBING A RECRUIT for her troupe of child actors, Madame Rose helps herself to an astonished boy scout. She and her family are hitchhiking across the

country to look for a vaudeville engagement. These comic vignettes of oldtime show business have been skillfully staged for *Gypsy* by Director Jerome Robbins.



PATRIOTIC FINALE of the kids' act has Baby June (Jacqueline Mayro) doing a split in front of an old-fashioned vaudeville backdrop designed by Jo Mielziner.

AS A FULL-FLEDGED STRIPPER, Sandra Church, though too refined ever to be a convincing burlesque queen, proved an overnight hit in the part of Gypsy.



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You tell us what part of each paycheck you can comfortably put aside for insurance. Then, with Allstate's new Selector Plan *you choose* the right combination of protection and savings for the money you plan to set aside. The Selector Plan fits top-quality, low-cost insurance to *you*.



LOOK HOW MUCH PROTECTION YOU CAN HAVE FOR \$10 A MONTH

Find your age here	20	25	30	35	40
Allstate Selector Plan 1 Whole Life Insurance (Maximum protection plus savings)	\$9,378	\$8,067	\$6,847	\$5,692	\$4,671
Allstate Selector Plan 2 Life Paid-up at age 65 (Protection plus greater savings— balance between Plan 1 and Plan 3)	8,278	7,008	5,771	4,607	3,591
Allstate Selector Plan 3 Endowment at age 65 (Maximum savings plus protection)	7,035	5,812	4,747	3,796	2,969
5-Year Term Insurance For the person who needs maximum protection only	25,978	25,067	22,682	19,125	14,964

This chart shows just a few low-cost ways a father can protect his family. These policies as well as other Allstate Life policies are available in most states for men and women up to age 65, and children. Mortgage cancellation policies also available.

A name you can count on

The Allstate Insurance Companies have brought the Sears kind of value and dependability in insurance to nearly 5 million policyholders.

Allstate Life insurance already provides over a billion dollars of protection for families throughout the country.

Why not buy life insurance with everything relaxed and no pressure on you? See an Allstate Life Agent—a trained, licensed, professional insurance man—at Sears, at an Allstate Insurance Center, or ask him to call at your home.

May we help you?



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DESPITE A SNEERING, SLASHING CROSS-EXAMINATION BY A STATE PROSECUTING ATTORNEY, PLAYED BY GEORGE C. SCOTT, LEE REMICK AS THE ASSAULTED WIFE

Tense time on stand in a court drama

As it is brought to the movie screen, the best-selling novel *Anatomy of a Murder* is gripping, smash-hit drama that hits all its high spots in a courtroom. The camera zooms in close on tense faces of people squirming in the witness chair, on the sneering and shouting lawyers. The dialogue is taut and the acting superb, as it needed to be to carry along the story of the trial of an Army officer for killing a man who may or may not have raped his wife. The jury's job is to decide whether he killed while insane because of the mistreatment of his wife, or killed while sane, mistakenly thinking him-

self protected from punishment by the "unwritten law."

The result, as directed by Otto Preminger, is absorbing melodrama—but it will not be everyone's dish of tea. The legal and medical aspects of rape are discussed and at times the ethics of the hero counsel are open to question. The discussion of rape was judged beyond the bounds of moral acceptability by the Legion of Decency and an attempt to censor the film in Chicago was defeated only after a court battle. But good taste and morality aside, *Anatomy* is as tense and chilling a shocker as has come along for years.





DEFENDS HER HUSBAND



THE WIFE FALLS FEARFULLY SILENT AS THE PROSECUTOR, HAMMERING HOME HIS QUESTIONS, ASKS WHETHER HUSBAND EVER BEAT HER



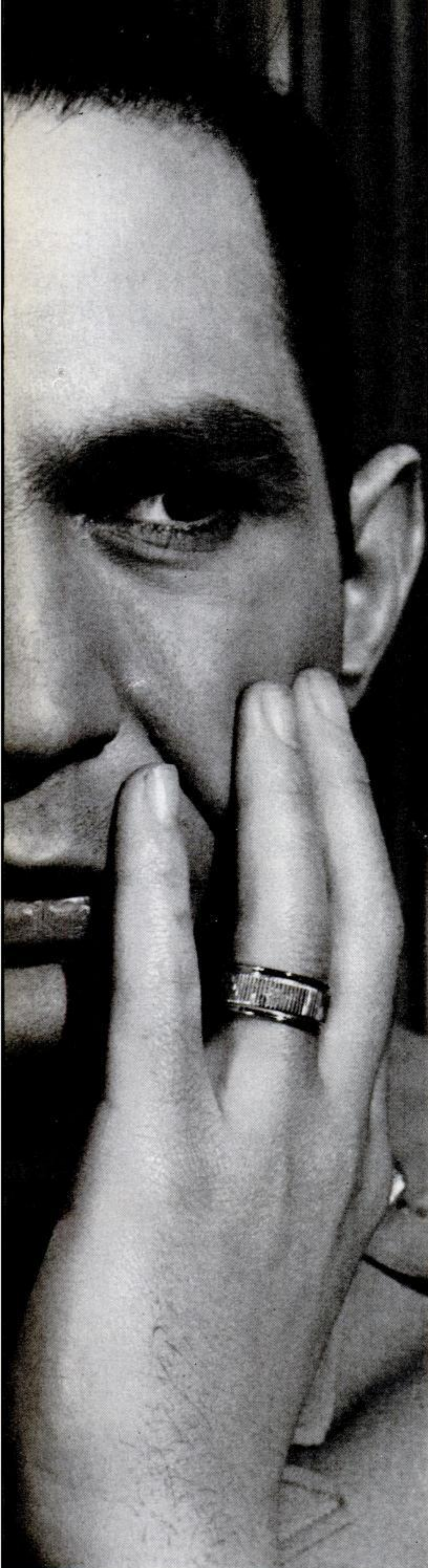
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Faces of jealousy and coquetry

The issues in *Anatomy of a Murder* soon strip down to an engrossingly simple one: will the defendant get away with it? The wronged husband is arrogant, contemptuous, stupidly cruel—and, with good reason, jealous of his disturbingly attractive wife. About her virtue there is little doubt: she has none. The lawyer for the defense has reason to suspect his client was sane when he killed, but he takes the case partly for a good fee and partly to show that he is a better lawyer than the prosecutor who

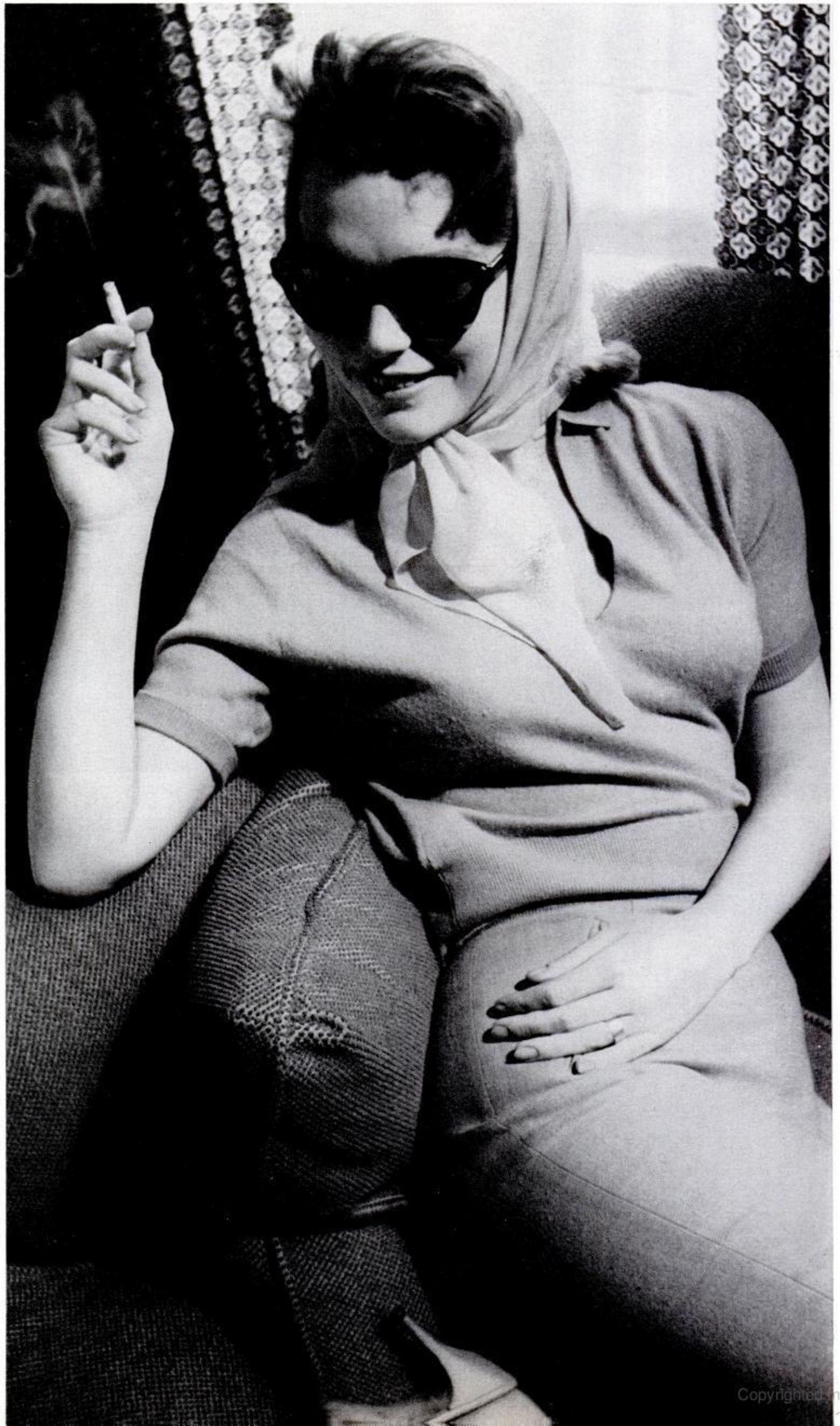
recently defeated him in an election. He sets out to prove his client is not guilty because he acted under an insane "irresistible impulse."

How he does that and the elaborate plots and stratagems of the contending lawyers are the basic story of *Anatomy*. They bring it again and again to shock points during the trial and in the end to a rough sort of justice—because as the result of another of the defendant's "irresistible impulses" his hard-working lawyer fails to collect his fee.



SUSPICIOUS HUSBAND, played by Ben Gazzara, glares as his wife admits visiting a bar while he slept.

FLIRTATIOUS WIFE tries seductive charms on the lawyer as she asks him to defend her husband.





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PROPAGANDA GOOF OVER U.S. FASHIONS

Russia-bound integration puts lady editors in flip

by ELEANOR GRAVES

Assistant Fashion Editor of LIFE

IN a lamentable combination of naiveté, confusion and female hysterics, the fashion world, to its own horrified surprise, last week found itself in a front-page segregation controversy. By the time an assortment of fashion experts and fashion editors had finished making charges, countercharges and lame explanations, the fashion show to be presented at the American Exhibition in Moscow this month was off to the worst propaganda start imaginable.

The trouble began with the content of the show itself. A cross section of American clothes from blue jeans to ball gowns, the show uses 47 professional and amateur models, including three Negroes. At a New York preview for 250 visiting lady fashion editors, the clothes were presented in scenes showing "what Americans are really like," including an integrated barbecue, an integrated rock 'n' roll party and a civil wedding in which a Negro couple was attended by a white couple.

"We were just trying to show nice clothes on nice people," explained Leonard Hankin, head of the committee that put the show together. He also explained that he was presenting not a finished show but "a New Haven try-out." Both as a vice president of Bergdorf Goodman and as a man, Mr. Hankin should have known that it is impossible to ask 10 women for an opinion on one dress without starting an argument. When he invited the 250 fashion editors to comment on the show's 600 garments, he was going out of his way to ask for trouble. He promptly got it.

Immediately after the show some of the fashion editors agreed that there was a lot they didn't like, but they could not agree on just what. Several quickly drew up a petition that seemed general enough to cover almost everything: "We, the American fashion press, protest the presentation of fashions in the U.S.A. exhibition to Moscow as being not representative of the American way of life."

It took a long time to get signatures because, as Graydon Heartsill of the *Dallas Times Herald* explained, "When we asked them to sign, they just went on and on about this, this and this that they didn't like." When 41 names had been laboriously collected, the petition was presented to Eleanor Lambert, who selected the women's clothes for the show.

Everybody was stunned by what happened next. Front page headlines, mostly in New York, stated that the exhibition had been denounced on racial grounds and that the segregation issue had rocked the fashion press. "Why, I had no idea that this would get into the papers," said one bemused correspondent.

In hasty reaction the show committee said that the civil wedding scene had already been dropped because the show was running too long. (A second wedding scene was also dropped, it was privately admitted, "so that none of the boys and girls in the first wedding would feel bad.") The committee revealed that the staging of the civil wedding had been largely a sentimental gesture, not a bird-brained propaganda



INTEGRATED TABLEAU includes Eleanor Lambert, who supervised the selection of women's

fashions from a wide range of contributors and Burt Shevelove, producer. Models are from show.

CONTINUED



LADIES OF FASHION PRESS who attended show include, from left, Elizabeth Luft of *Cleveland Press*, Elizabeth Bernkopf of *Boston Globe*, Lillian Foster of

Toronto Telegram. Miss Foster said show "reflected the fun and games of American life." Mrs. Bernkopf found it "slightly idealized." None signed the petition.

FASHION GOOF CONTINUED

attempt to exaggerate the degree of integration the U.S. has achieved. The Negro couple, Norma Jean Johnston and Gilbert Noble, are engaged to be married in real life, and the producers had thought it would be nice to have them play the bride and groom on stage. Since the scene would have looked dreary without attendants and since there was not another Negro couple in the company, the producers had simply stuck a white couple in the scene without giving the matter much thought.

In the glare of headlines the petition signers insisted that they had been protesting against the fashions, not against the integration. But many of them agreed with Virginia Chumley of the *Chattanooga News-Free Press* that the wedding scene had been ill advised. "No place in the U.S. is integrated that much,"

she said. "I think this is misrepresentation."

But that was just about all the petitioners could now agree on. Some said they disliked the show's whole format, which discarded the conventional models parading down a runway in favor of scenes with action, music and dialogue. The result made some fashion editors unhappy. "It looked like Earl Carroll's black-outs," said Ruth Mugglebee of Boston. "All those people cavorting around the stage and saying, 'Hi.' What are we, a nation of nitwits?"

As might have been expected, there was no agreement about the clothes either: "It overemphasized the frivolous." "Why should we apologize for luxury?" "There were too many tweeds." "My over-all impression of the show was plaid." "Why show a \$60,000 Russian sable coat?" "The whole show had a beatnik feeling." An editor from Little Rock was so disturbed that she wired her Senator. But

at least one editor had signed the petition out of a peculiar brand of feminine logic. "I just loved the show!" she said. "But I also love Eleanor Lambert, and I heard she was disappointed in how some of the clothes looked, so I thought it would make her feel better if she thought we agreed with her."

There were many other ladies who liked the show, who did not sign the petition and who deplored the action of their 41 vociferous colleagues. These ladies now began a movement to petition against the petition. "I felt the show accomplished its purpose perfectly," said a Boston editor, "and all those people who criticized it are infantile, ingracious ingrates."

But this bandwagon never got rolling because the original petitioners decided to put out a statement clarifying their first petition. A show of hands was asked for in support of pronouncement number two: "In view of the

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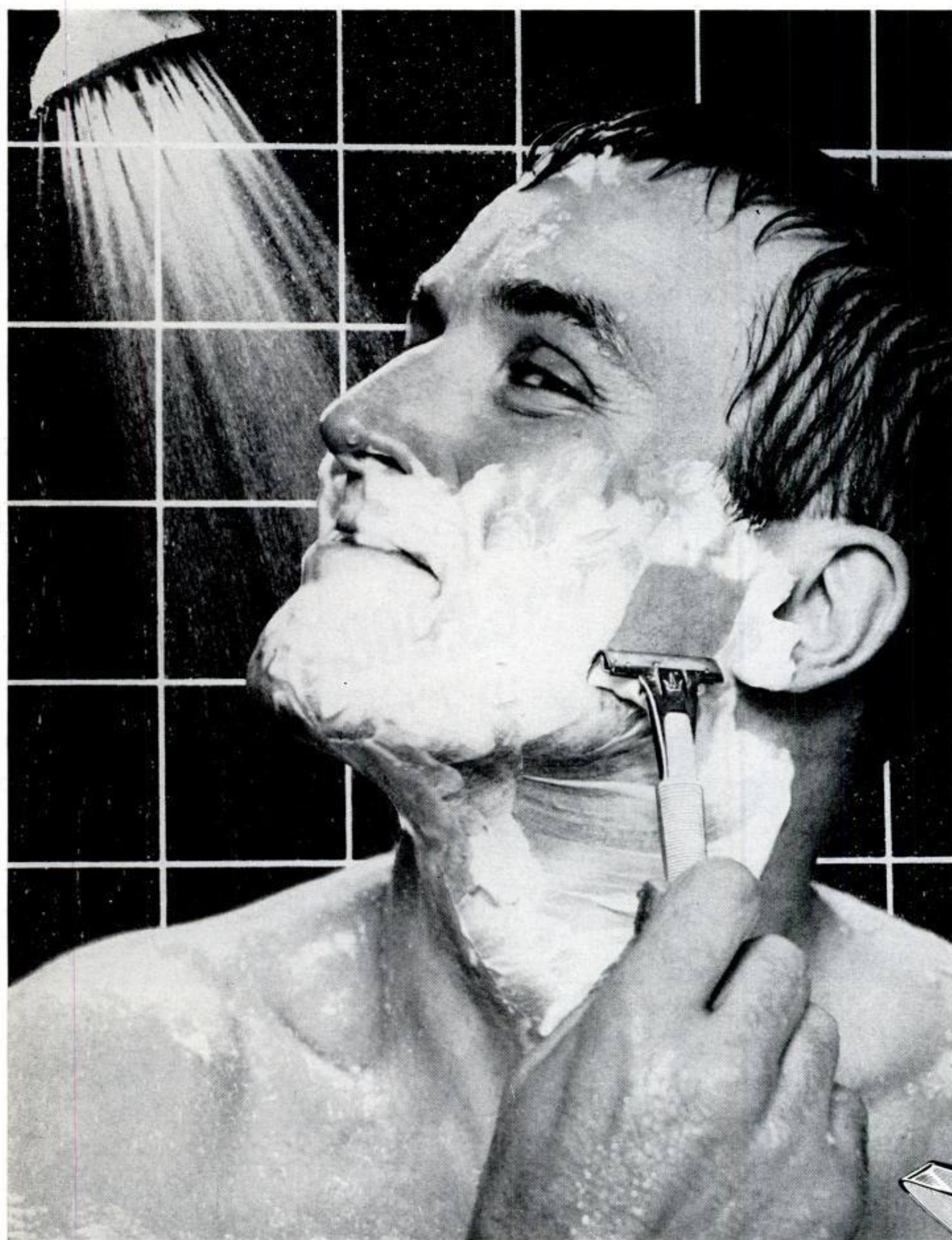


SIGNERS OF PETITION are, from left, Ruth Mugglebee of *Boston Record*, Honor McGrath of *Buffalo Courier-Express*, Eleni Epstein of the *Washington Star*

and Graydon Heartsill of *Dallas Times Herald*. Miss Mugglebee said show "is an insult to American family life." Mrs. Epstein thought there were too many pants.

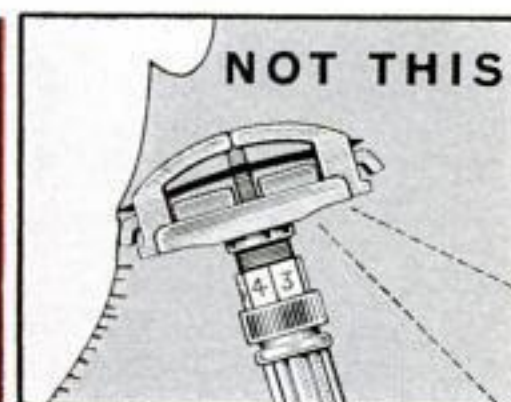
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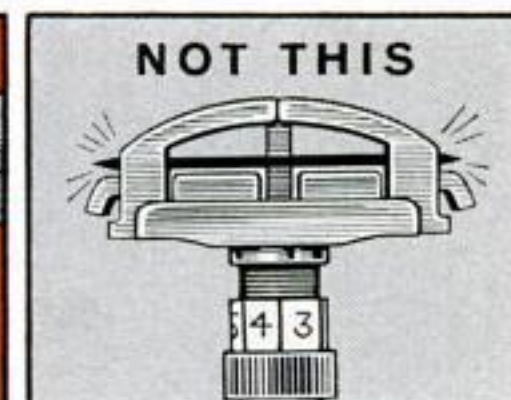
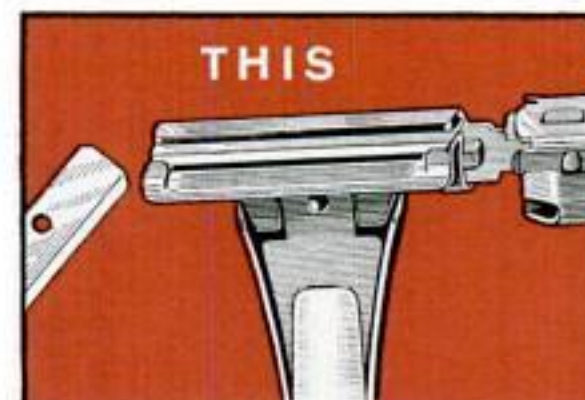
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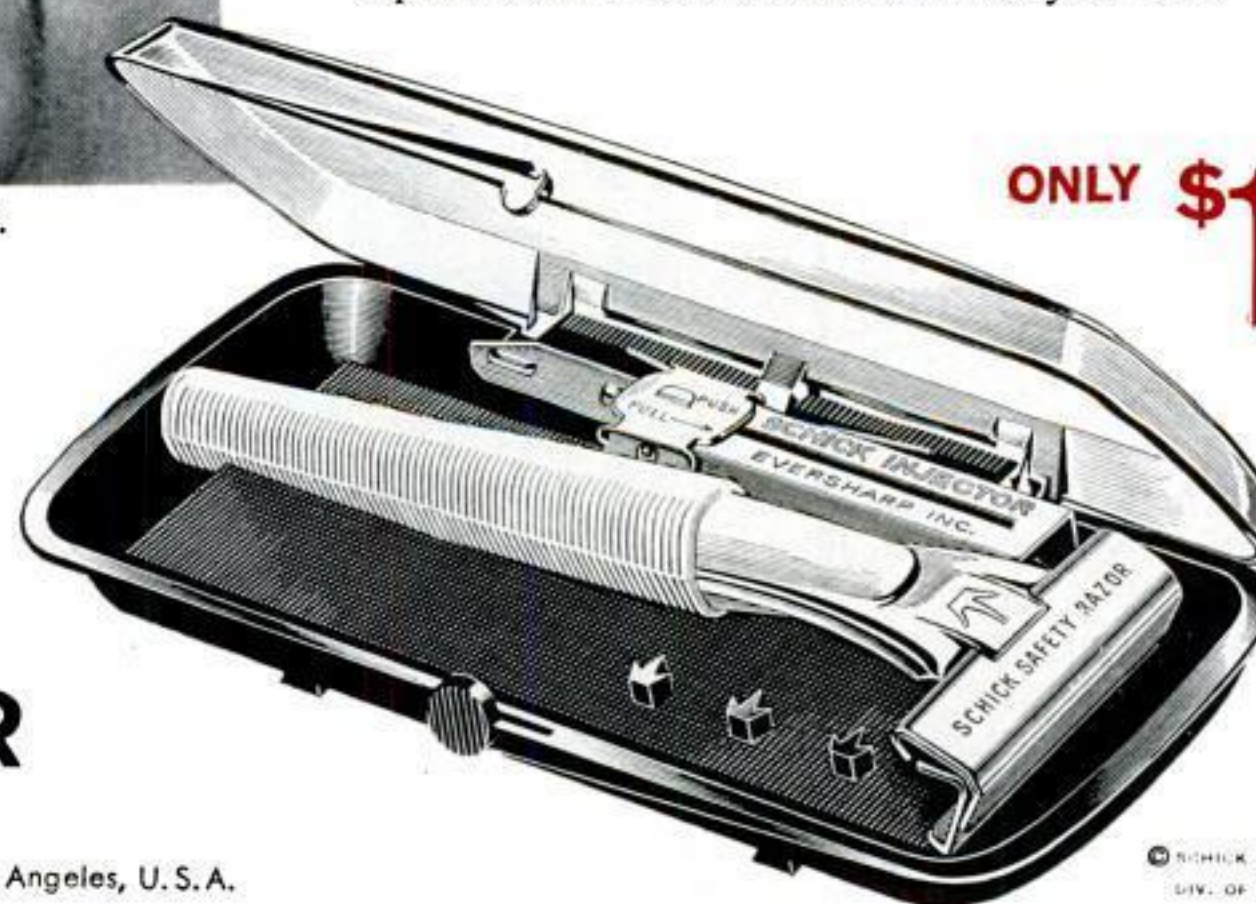
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2 complete wardrobes a year for 5 years. Designed for McCall's Patterns and worth \$6,000. Each consists of a coat, suit, casual and semi-formal dress.



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TARGETS OF RHUBARB are models shown in integrated rock 'n' roll number. There was never friction in cast, which was even more unified after fracas.

FASHION GOOF CONTINUED

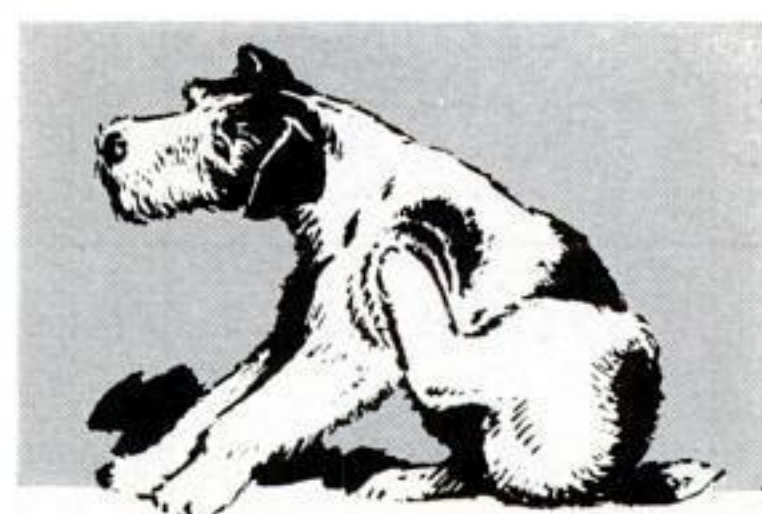
false interpretation of a simple statement protesting the presentation of fashions to Moscow, the national fashion press wishes to go on record as follows. The statement neither made or implied any suggestion that any changes be made beyond the fashions. . . . Estimates on the number of hands raised in approval included "one third," "a hesitant half," "very yessy" and "90%."

But by now the damage was done. Before the show even got on the road to Moscow, its propaganda value had been seriously damaged, if not destroyed, and no amount of backtracking could entirely repair it. The embarrassed fashion press, wishing it could forget the whole thing, stopped giving interviews to the non-fashion press. The show committee announced that its fashion presentation was still being revised: the cast would not be changed but several more numbers, including the integrated barbecue scene, were being dropped.

Summing up a bad week's work, the one male member of the fashion press, Richard Cobb of Norfolk's *Virginian-Pilot*, said, "It's a mighty small teapot for such a big tempest." And all the girls could sympathize with one harassed editor who complained as she started back home, "Things have been such a mess all week I haven't even been able to get my hair done."



HIDDEN UNDER HAT is freelance correspondent Babs Vierhaus, who signed petition and is happy that "changes have been made as a result of our help."



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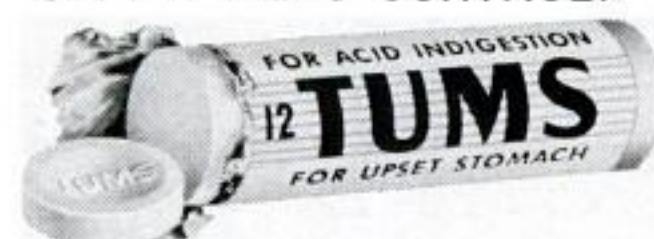
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OLD AGE: PART III

PRACTICAL WAYS

While an authority tells what we can all do for ourselves and for others,

by **MICHAEL M. DACSO, M.D.**

The two preceding articles in LIFE's series on Old Age have told of the problems the aged face when they live with their children (LIFE, July 13) and of the work communities have done to help make the aged more useful and independent (LIFE, July 20). Part III shows how the aged can help themselves. In the text Dr. Michael Dacso, director of physical medicine and rehabilitation at New York's Goldwater Memorial Hospital, tells how everybody can prepare for old age. On the following pages are the personal stories of four people (below) who have, by their own efforts, solved the basic problems of old age.



DR. DACSO

WE Americans are dedicated to youth. Despite the encouraging demonstration of enduring happiness and vigor offered by people like those described on the following pages, most of us are likely to feel almost instinctively that youth is everything and that old age is a disaster. We pity old people. Often we avoid them. Sometimes we laugh at them. And yet age is the problem of everyone who does not plan to die young. It is a problem we can all do something about, not only for our neighbors in the community and in the world but above all for ourselves. It is a

problem that can be dealt with on every level: governmental, medical, economic, social and, especially, personal. Here is what can be done:

► *Prepare for your own old age*

What can you do to make your old age pleasant? The most important thing is not to let age hit you suddenly, without notice. You must face the fact that it is coming and that your children, who seem to be so slow about growing up, will one day leave you for families of their own. At first they may pay you many visits and make frequent long-distance calls to you, but then these will taper off and you will begin to feel lonely.

Age inevitably involves loneliness unless you have made your plans in advance. You can do that by broadening your interests *now*. The manual worker should make an attempt to learn why cultural matters are so important to intellectuals, and the intellectual should begin learning the pleasures of working with his hands. Everyone should develop a second skill (I do not like the word hobby because it sounds futile). This skill should be one that occupies both mind and hands, and if possible one that adds modestly to your income in later years. Develop it now while you are still young. Learning new skills becomes steadily more arduous as you grow older.

You should prepare yourself to fall back on the less physically demanding pleasures. You should develop a taste for enjoying the work of others. All your life you talk with yourself. Whether this inner conversation is satisfactory or not depends on how well you get along with yourself.

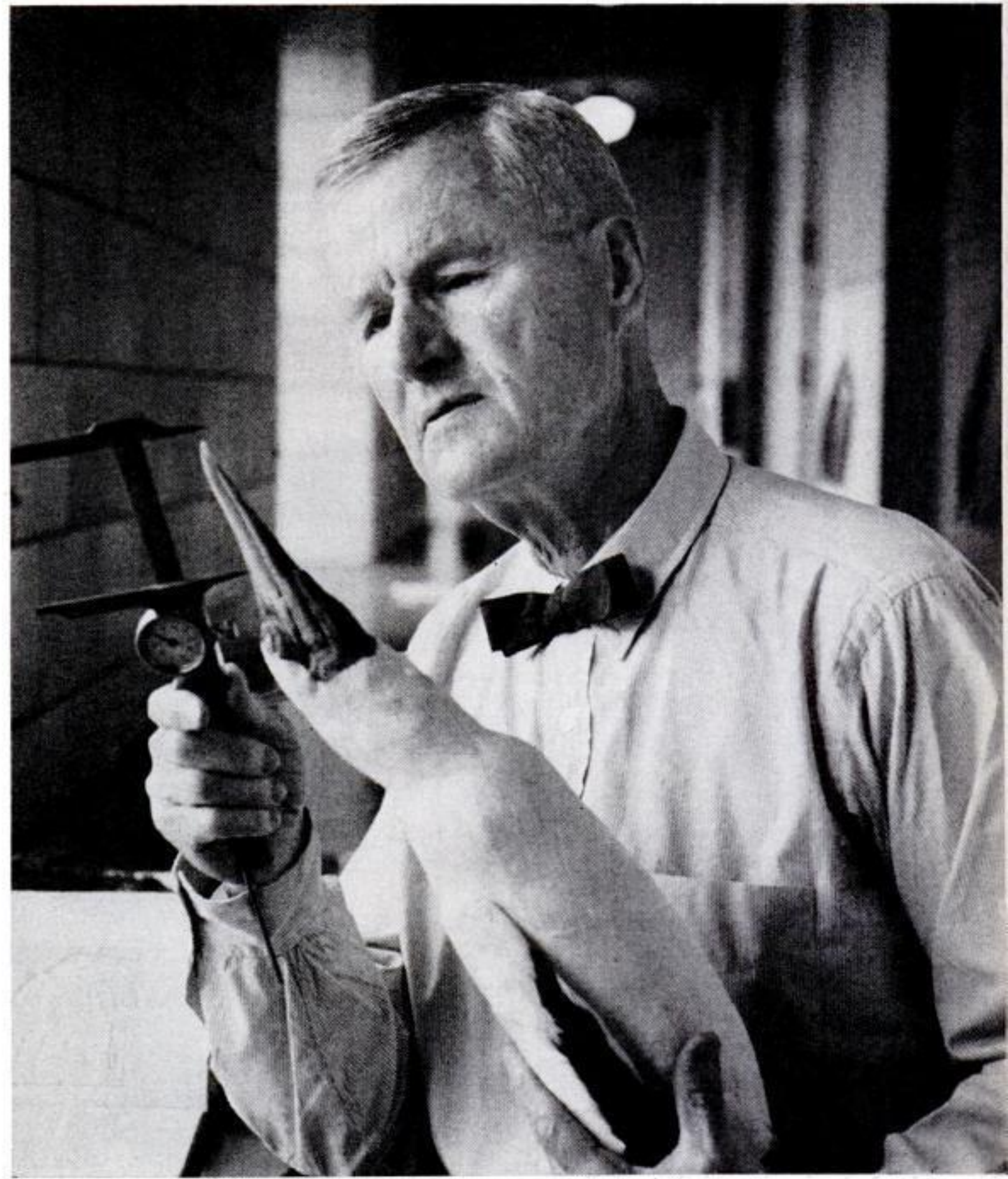
To age happily you must learn to be emotionally independent. In this

FOUR SPIRITED EXAMPLES



ADVENTUROUS WORLD TRAVELER

Mrs. Andrew Murray Williams, a vigorous widow who admits to being about 70, works for the fun of it at New York's House of Travel taking groups of ladies on world tours. Here on a six-week, 15,275-mile trip to Europe with a party of 13 she politely gives her autograph to group of curious little boys in Moscow.



AN UNRETIRING ORNITHOLOGIST

One of the world's foremost authorities on oceanic birds, Dr. Robert Cushman Murphy, 72, has been able to continue his life's work uninterrupted by retirement from New York's Museum of Natural History. He also devotes increased time to his second passion—a crusade for conservation of wildlife resources.

TO BE OLD AND HAPPY

four resourceful elders describe how each has built a productive new life

respect you can learn much from the Orientals' ability to meditate and occupy themselves, even with small things like paper-folding. But do not wait until three months before retirement to start learning.

It is also a good idea to learn another kind of independence: be able to cook for yourself, take care of yourself and entertain yourself so that you will not be helpless in these important skills.

► *Do not fear the ills and infirmities of age*

There are no diseases that afflict only old people. Most chronic illnesses begin to develop during youth; modern medicine puts the 70-year-old diabetic and the 17-year-old diabetic on the same diet. Take care of yourself now. Get used to eating, drinking and smoking moderately and your old age will be far happier.

Older people are, of course, far more likely to contract the degenerative diseases such as arteriosclerosis and osteoarthritis. Controlling these diseases is one of the medical profession's major challenges. But modern preventive medicine can do much to reduce or eliminate the discomfort of age if you take advantage of it now. One way you can do this is to have a physical checkup at regular intervals.

Above all, do not cling foolishly and illogically to youth by taking any one physical activity too seriously. If you are 50 stop thinking you are 30 just because you can still score as well at golf as the 30-year-olds in the club.

But as you get older, bear in mind that your opinion of yourself is often needlessly dependent on the opinion of the people around you. If

people act toward you as if you are old or useless, you may come to think of yourself that way, but there is no reason to. You are as old as your capabilities, and you should so assess yourself.

For instance, people often think that as they get older they have to confine themselves to a "light diet." There is no need for this, and such a diet actually weakens you. The rule is to eat what you want, within reason. If you find you cannot eat "heavy greasy dishes," then do not—but do not blame it on advancing age. Many old people can eat such foods with no harmful effects.

► *Change our ideas about the aged*

In childhood most of us start absorbing the idea that the old person is a stumbler, a mumbler or a freak, and sometimes even evil. In fairy stories the bad witch is always an *old* witch. The heroic athlete of later adolescent fiction is always a *young* athlete. Research shows that by the age of 15 a youngster's attitude toward age has hardened into prejudice, which he or she merely rationalizes as he matures.

The younger man or woman is encouraged in these views by those around him. "Senile" and "senility" have become ugly words. We do not say "old man" or "old woman" respectfully. Instead we use nice Nellie expressions like "senior citizen." We do not solve anything by being patronizing. We refer to "the golden years" or "the harvest years." Are they? Old age can be pleasant, even when it is accompanied by disability,

TEXT CONTINUED ON PAGE 86

OF SUCCESSFUL OLDSTERS



A BUSY, BELOVED MATRIARCH

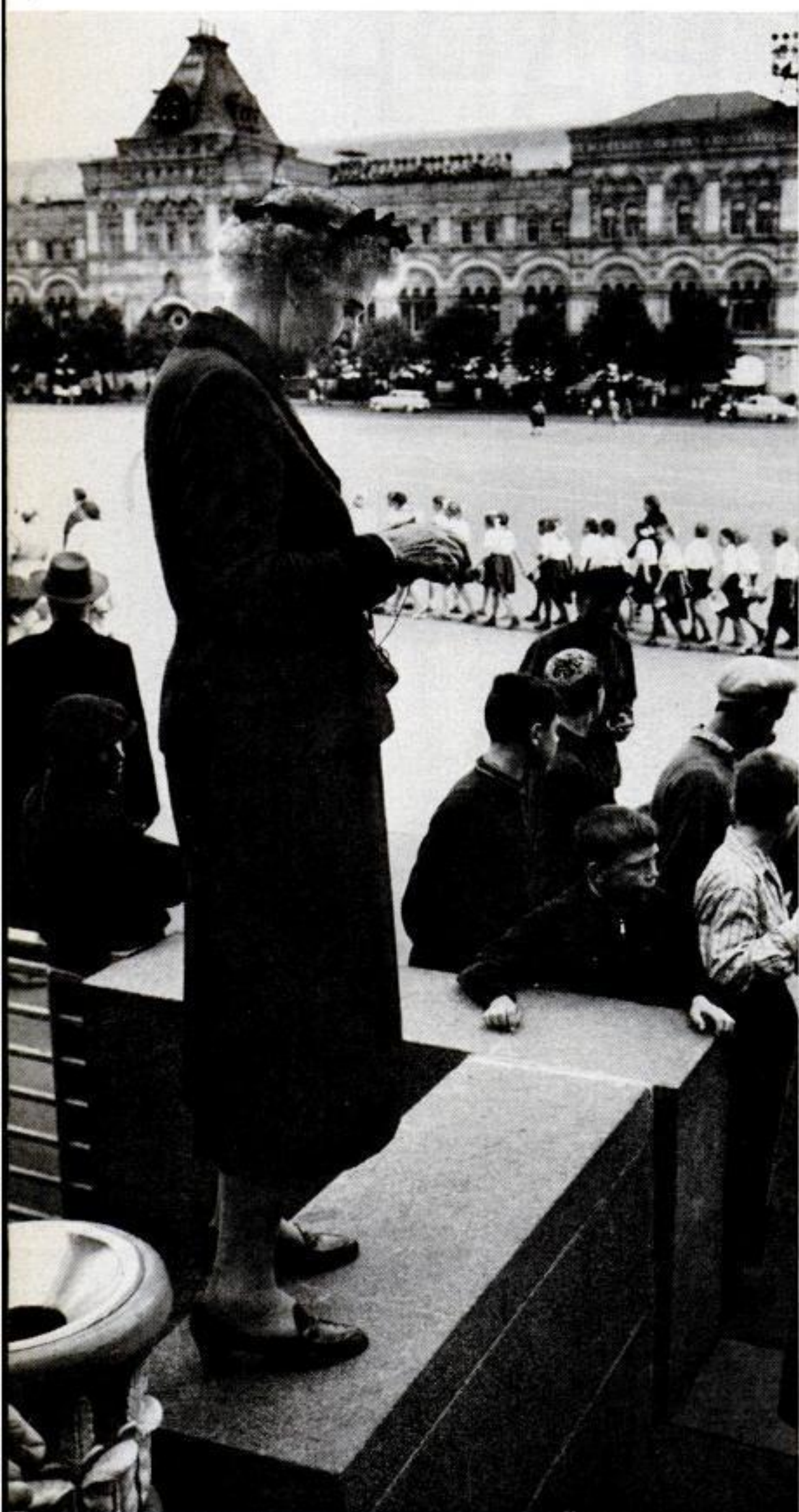
In San Francisco widowed Mrs. Marie Fazackerley, 79, is head of a clan of four sons, two daughters, 15 grandchildren, and three great-grandchildren. Given a modest income by her children who all chip in, she fills her days with such cheerful family activities as buying a birthday doll for granddaughter Clare, 4.



A DEVOTED CHURCH WORKER

To rescue himself from despair after his wife died three years ago, John Heblich, 71, of Cleveland, Ohio turned to work for the Christ Evangelical and Reformed Church. There he is evangelism chairman and representative on three Boy Scout troops it sponsors. Here he teaches knots to Scout Norman Menke, 12.

ON NEXT EIGHT PAGES: PICTURE ESSAY ON THE FOUR

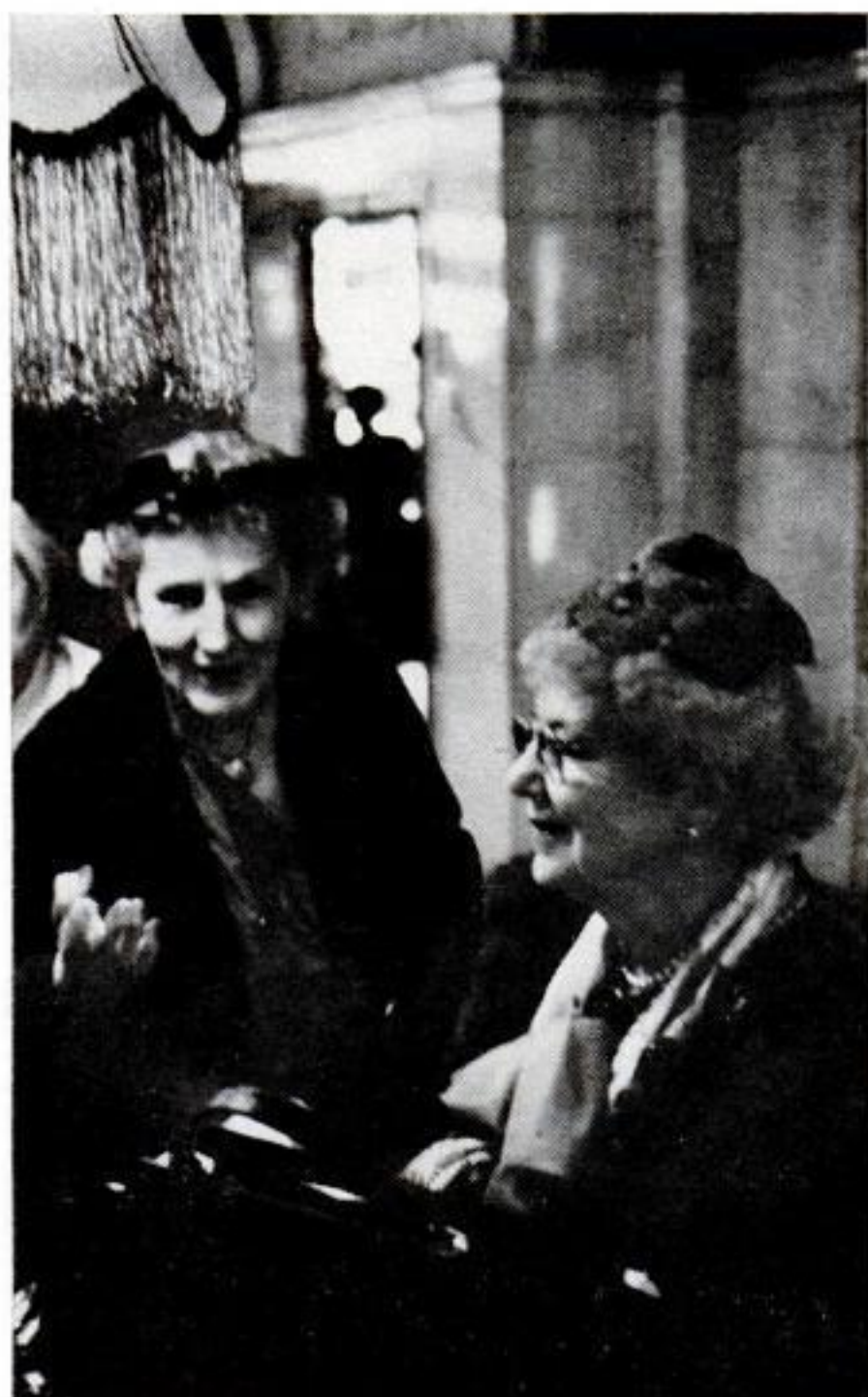


AT RED SQUARE Mrs. Williams sets camera to photograph Pioneer girls marching to Lenin's tomb.



AT MUSEUM, Tretyakov Art Gallery, four members of Mrs. Williams' tour (left to right), Mrs.

Charles Stratton, Miss Katherine Satterlee, Mrs. David Gregg, 75, Mrs. Rinaldo Page, study Russian art.



SHOPPING in GUM department store, Mrs. Williams (left), Mrs. Ernest Vietor, 76, buy vodka cups.

A SPRY TRAVELING LADY

"I'm not a working girl because I have to be—I really like it, and I feel very lucky," explains Mrs. Andrew Murray Williams who works as a tour director for a travel agency. "After my husband died 11 years ago my means were reduced. It seemed better in every way to work, and I'll never have tough sledding. Some of my friends say, 'For heaven's sake, she ought to have her head examined. Why doesn't she stop?' But I think I'd feel quite at a loss without this job. You know, there can be a great loneliness at advanced age. Sometimes when I don't have anything to do, I think how awful it would be if every day was like that.

"I tell older people to make the most of their advanced years. Have a good time. They've done their job, brought up their families, and the remaining days should be for whatever appeals to them to do. And I think travel is the most exciting way to spend one's late years.

"I know loads of older people who decided to do something about themselves, get out of their rut and go away to some exciting place. They don't want to just sit down in rocking chairs and do nothing. And travel fills their lives with interest, keeps them young in spirit.

"On my trip to Moscow, everybody except four was over 70, but almost every evening we were in Russia we went to some entertainment, after an itinerary that would knock almost anybody out. I do, of course, plan free days of leisure. But if older people are interested, they can take a lot. If they get bored, they get tired.

"You can make yourself sick pretty easily by thinking, 'Oh, dear, isn't this awful. I'm going to die pretty soon.' Then the first thing you know you feel ill. You have to take life as it comes—make the most of your opportunities to the best of your ability. It takes discipline to make up one's mind you're not going to be morbidly selfish and self-centered. It's an effort to do things alone, but that's where the discipline comes in.

"I don't have time to worry about keeping busy. My job is hard work. There is overseeing all the arrangements made in advance, then on the tour there are individuals to keep happy, and the arrangements to see that everything goes right. But I'm happy with it and it keeps me on my toes. Next year I'm planning a trip around the world, my third, and it will include Nepal and Kashmir—it will be the best ever!"



SIGHTSEEING before St. Basil's Cathedral (*below*), Mrs. Thomas Chadbourne points out object of interest to Mrs. William Evarts, 70, (*center*) and Mrs. Page.



ENJOYING HERSELF with day's tour under way, Mrs. Williams rides bus with group to Arkhangelskoe. She has made 14 trips as guide, two around the world.



OUT IN A SWAMP Dr. Murphy explains to Suffolk County officials need for preserving it for wildlife.

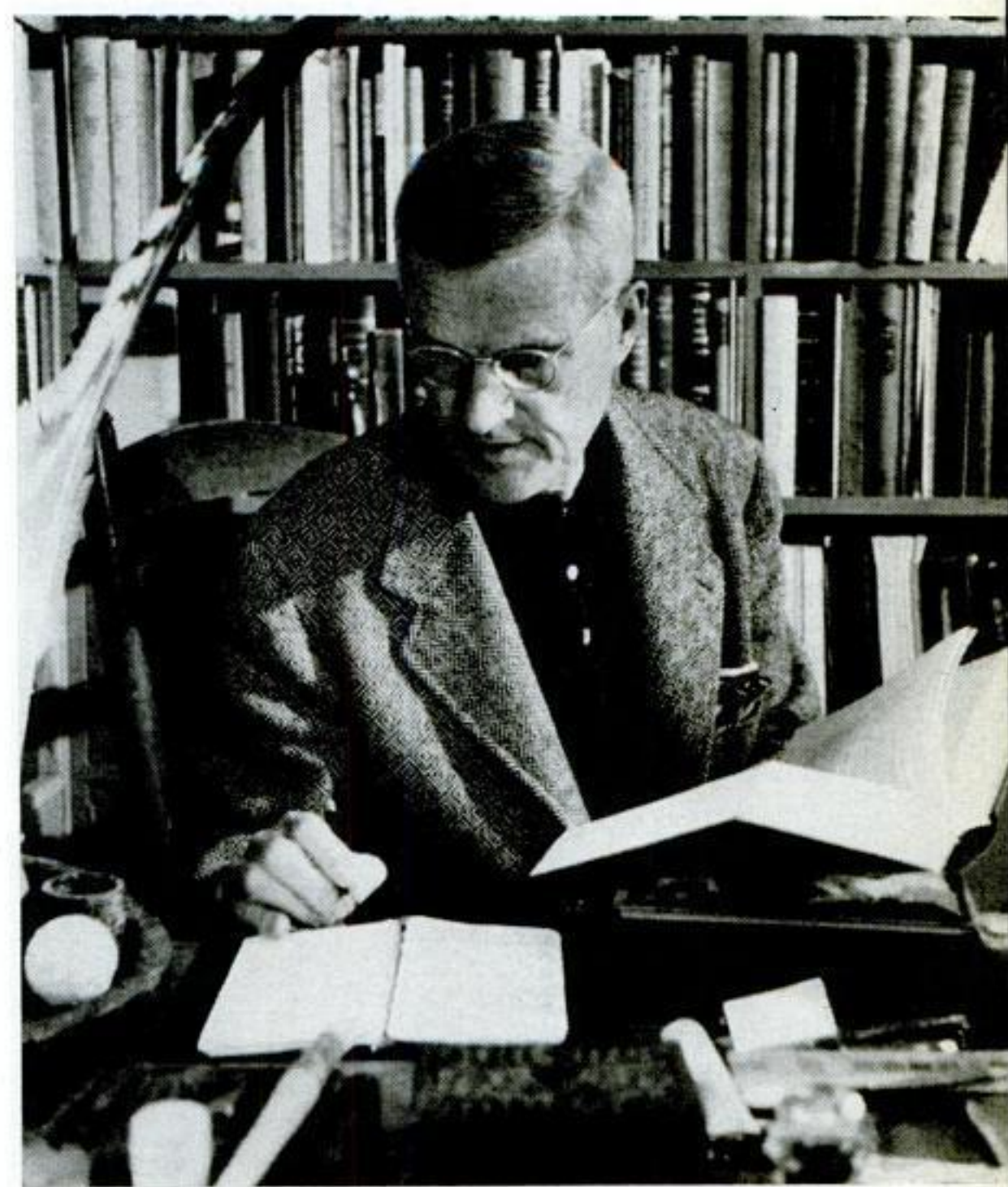
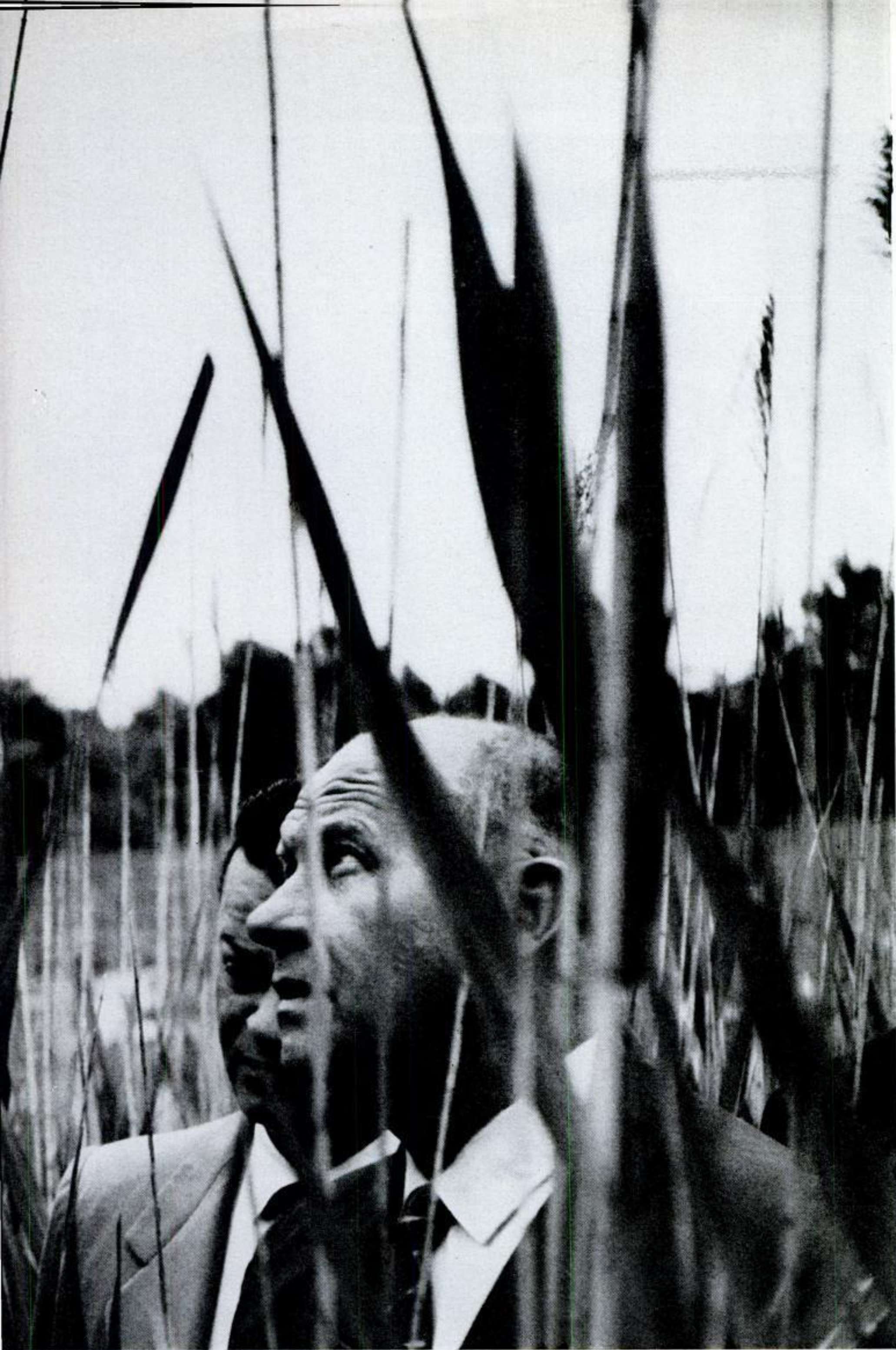
AT GARDEN CLUB Dr. Murphy is thanked by Mrs. Joseph Haley for the lecture he has just given.



NATURALIST

"One's interest in life should be in things that never run out," says Dr. Robert Murphy, one of the world's most eminent naturalists. "Ordinary games are not going to fill up your life or brain. Unless you have something pretty absorbing, and creative, you're going to be bored when you drop your main occupation. I see this in some of my contemporaries. I'm lucky. My vocation and avocation have always been pretty much the same, so my interests after retirement have not changed.

"It was really no hardship to retire; no more shock than a birthday," continues Dr. Murphy, who served at the American Museum of Natural History as Lamont Curator of Birds. "The department gave me a jolly party; then I took a trip somewhere. If I were giving out advice, which I'm not, I'd say, 'Get out of your successor's way and stay away.' Now the way things



PREPARING ARTICLE in Setauket, N.Y. home, Dr. Murphy uses notes of South American expedition.



ON BIRD WALK, which helps keep him in top physical trim, Dr. Murphy pushes through brush.

WHO KEEPS WORKING ON

are I still have my office at the museum, spend one day a week there, and everybody's glad to see me. I've seen it happen differently, when men go around critically saying, 'Things didn't go that way when I was here.' The kindest thing you can do is shut up and get out.

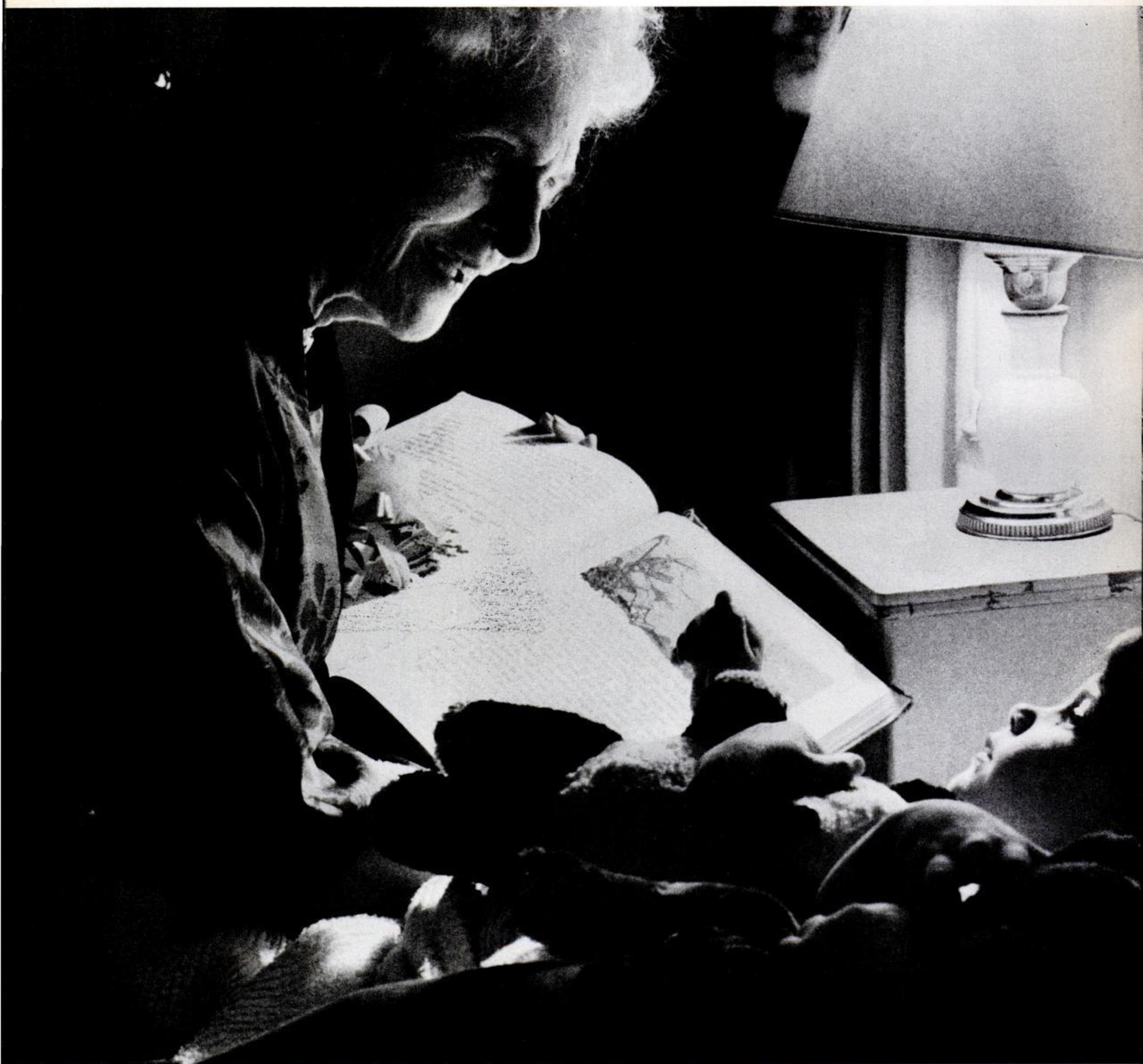
"As a man gets older, he may begin to love the status quo and not be as good at administration, but that doesn't mean he isn't as good as ever for research and able to lead a happy, productive life. I continue writing papers on my specialty of oceanic birds—my 'fish papers' I call them—and I write popular articles—my 'potboilers.' I have to earn quite a little money each year. You cannot live on your pension and my other income is small.

"I am very grateful that I still have my wife, who went with me on all but one expedition—at least a score—and was always my right-

hand man. Another recompense for my age is that my reputation may carry a bit more weight. But this gives you an obligation to take up causes, to pile on what weight you have. With me, it's conservation. My influence isn't great because of any mental prowess. But people can say, 'Murphy has been in this work for 50 years,' so that carries more weight than some young fellow who may have a much better idea.

"You shouldn't abuse your prestige. Don't talk about something on which you are not an expert. At my age you have to watch out that you don't become a professional sage reveling in being the center of adulation.

"I'm perfectly happy now to be getting older. Physically I can still do everything I want to do, though it is not as easy as it once was. I've just had to face the fact that I can't go skin the cat on a gym bar any more."



DOING ONE OF HER MANY PLEASANT GRANDMOTHERLY CHORES, MRS. MARIE FAZACKERLEY READS THE STORY OF THE BOY WHO CRIED "WOLF" TO CLARE (LEFT),

GRANDMOTHER'S FOND FAMILY DUTIES

"Time certainly flies when you lead a full life," says Mrs. Marie Fazackerley. "My biggest interest is my family. Sometimes it seems like I'm always in a store buying somebody a present and the whole year is just a mass of birthdays strung together. The way I see it, I've got young sprouts shooting up all around me, and from what I hear, the supply of great-grandchildren isn't likely to let up for quite a while. Well, I guess there's still room in the year for more birthdays.

"I hear some people say grandchildren make them feel older. I guess I've never felt old at any time, least of all with grandchildren. Each one of them's got his own world. Four-year-old Clare has her world and Walt's

got his, and 2-year-old Jane certainly has her world. When I get together with them and join a little bit in each of their worlds, I just can't help feeling a lot younger.

"But I don't think old people should live with the young. My family says my ideas are modern enough, but there are bound to be differences. One son said, 'Mom, why don't you stay downtown and just live it up,' so I got my one room here at the Empire Hotel, but I have a kitchenette so I can make my own breakfast. I eat with some relative almost every night, and I just love seeing them so often. But I enjoy living my own life. I have a gentleman friend whom I go to the movies with sometimes



AGE 4, AND JANE, AGE 2, AS THEY LIE IN BED CLUTCHING THEIR PET ANIMALS

AND LIVELY TIMES

but he lives with his daughter and has to be home at a certain time. It's very important to be able to go and come as you please.

"I don't think people should ever say they are too old to do this or that or the other thing. I've convinced people who could hardly get around. They get around plenty now. Some of my friends worry about what other people think about their going to Lake Tahoe to gamble, but I just say, 'Oh, come on. You don't really care what the prudes think!' I try never to miss anything, parties or anything. I never walk slow. I'm always in a hurry. And I go to parties with all young people—people in their 40s—and I have more fun than they do. I just have a ball."

CONTINUED



TRYING A HAT in store, Mrs. Fazackerley considers effect. Below, she indulges in a favorite escapade—playing slot machines all night at Lake Tahoe, Nev.



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ON NEIGHBORHOOD TOUR, which is daily ritual, Heblich caresses rabbit brought him for admiration.

The children, to whom he is a close friend, often show him treasures. Heblich himself is childless.

VITALITY IN GOOD WORKS

"I don't like the word retirement," says John Heblich, who was forced by stomach trouble to give up his grocery store when he was 59. "It sounds like a time for relaxation and a time for taking it easy. This is wrong. Retirement is a time for a rebirth. I'm proud to get older because I have grown in wisdom and have had time to digest all sorts of things that I have seen and heard and experienced.

"Most of my friends seem to be disgusted with themselves. They say they don't feel well. The trouble with them, I think, is half mental and half physical. If they could overcome the mental part, I know they could overcome the physical problem. I know because I did.

"Above all, older people should communicate with other people and keep busy or they'll

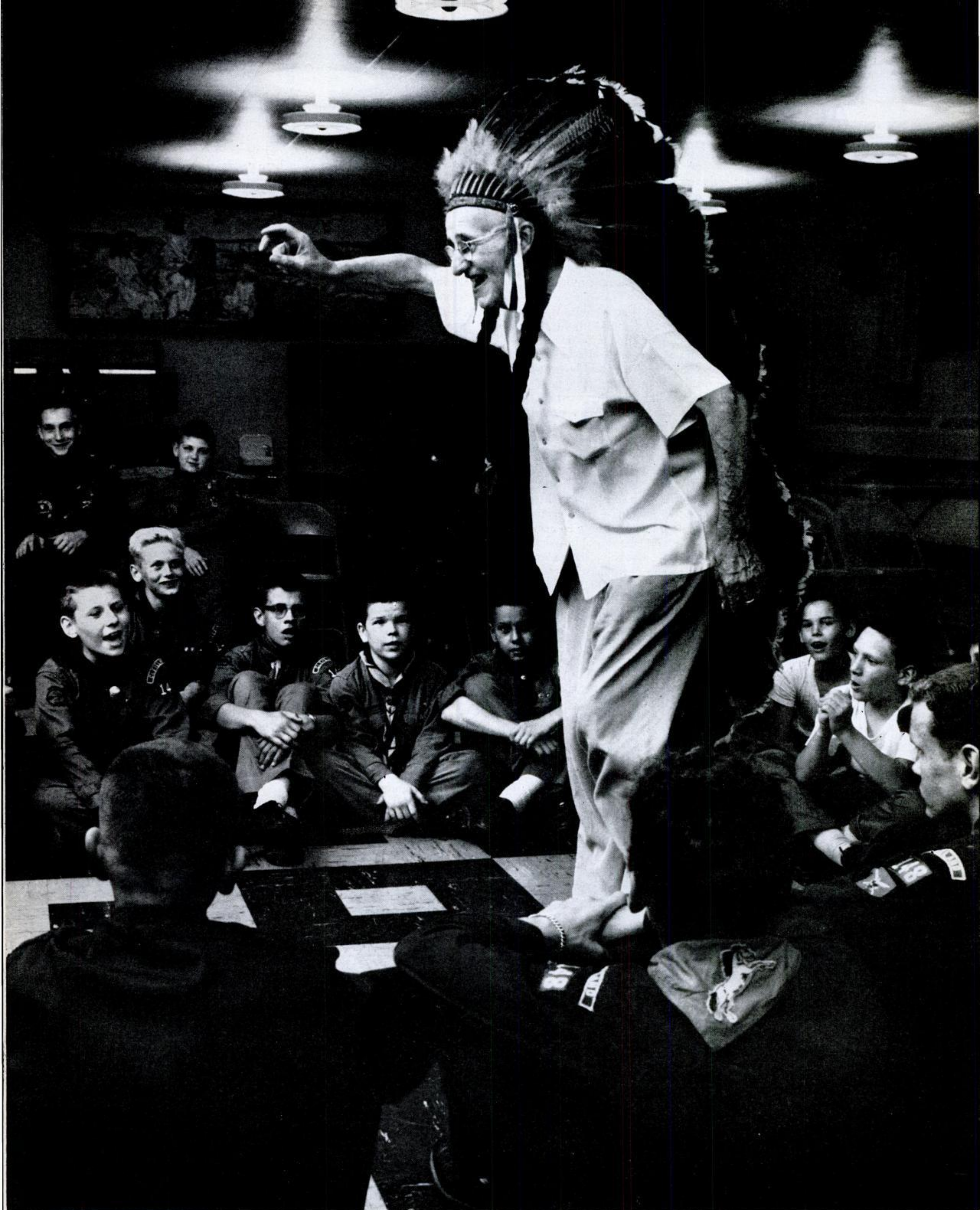
mope around and brood. When I hear someone is sick or ill I usually call on them, and when I hear somebody else's troubles, mine seem so small and trivial. I love to work with the Boy Scouts. My job at the church is to be the bridge between the church and the Scouts—look after their spiritual as well as their social affairs. You just don't know how good it makes you feel to have those kids yell greetings to you. It pushes me into another category. It makes me feel young again.

"I think you prepare for your old age as early as the Scouts by learning to stand on your own feet—by being a rugged individual and not being afraid of old age. You have to take it as the good Lord sends it and be satisfied with that, and He won't let you down."



← **VISITING SHUT-IN**, Heblich works to raise the spirits of Theo Mays, 98, who has a broken hip.





AT SCOUT MEETING in the basement of his church, Heblich entertains troop with an Indian dance. Since taking on church work, his only worry is scraping

by on only \$125 a month. "But if you're out trying to make somebody laugh," he says, "you don't have time to think what worries you've got inside you."

ADVICE ON AGING

CONTINUED FROM PAGE 77

as it all too often is, but relatively few old ages are golden in this country. We do not give them much of a chance.

► *Modify our compulsory retirement practices*

We should abandon the arbitrary dividing line of 65 which now officially marks the end of maturity and the beginning of old age, no matter how convenient it is statistically and actuarially. It creates a rigid stratification between old and young. Furthermore, current retirement practices are not only absurd but wasteful.

At 60 or 64 a man is still on the job and is surrounded by younger people. Then he reaches the "retirement age." Suddenly he is jobless, companionless, helpless, pensioned and "old." He may even put himself into retirement by deciding that the time has come to stop work. He may be a longshoreman who for decades has lifted bales and boxes weighing 200 pounds. Then he turns 55 or 65, decides arbitrarily that he is too old for this kind of activity and thereafter insists he will lift only 100 pounds. At the other extreme he may be an executive who has always worked a full day. He reaches a certain birthday and decides all by himself that he has to slow down. Thereafter he works only mornings.

Such behavior is unrealistic. There are men and women of 80 who are still young in mind and even in body, and others of 45 who are both psychologically and physically old. After 45 endurance dwindles and reaction time slows down, but this happens so gradually that the change at any one point is imperceptible. Most individuals are unequipped to pass judgment on their condition. Only a doctor can do so accurately.

Retirement and employment limits should be flexible, based on far more realistic considerations than mere accumulation of years. For example, some men really are "indispensable," in that it is extremely difficult to replace them. In such cases the most profitable procedure is often to let the person concerned slow down gradually so that he still gives his valuable experience to the job but does not give all his time.

Some people, of course, want very much to retire at 65 or even earlier. I think they are in the minority and always were spit-and-whittlers at heart. They should be permitted to retire if they please. But a great many able men do not want to stop work suddenly. They need the stimulus of being needed, and immobilization does them more physical damage than does a continuation of challenging and rewarding work.

► *Improve our housing for the aged*

A recent survey of the New York City municipal hospitals showed that about one fifth of the beds were occupied by people who could not benefit from these institutions. In one, a chronic disease hospital, the situation was even worse. But many of the "offenders" were old people who simply had no place else to go.

Hospitals generally take in three kinds of patients: the acutely ill, the

long-term or chronically ill who can still benefit from institutional treatment, and finally the feeble or chronically disabled who can never benefit. This is unavoidable, but the last type of patient does not need the intensive medical care the first and second types do. Consequently the hospitals of the future must include wings where the third kind of patient can live comfortably and get the nursing and occasional medical supervision he needs without crushing cost. Present hospitals should have such wings added to them.

State and federal governments should begin to take old people into consideration when planning new housing projects. The lower floors should be given over to small, single apartments, modestly priced, for old tenants who cannot negotiate stairs. Bathrooms in these apartments should have tubs with special safeguards so the old can bathe or shower alone in safety. Special toilet facilities might spare them the humiliation of requiring assistance. Low hooks, closet shelves and hangers would make many arthritic old people self-sufficient. Such housing would get many of these people out of the hospitals and institutions and into the community. And that, emphatically, is what most of *them* want too.

Special equipment should also be built into the old person's hotel of the future. Such a hotel, designed primarily for those who are fairly healthy, might offer medical and nursing care for routine problems. From that standpoint it would not be like other hotels. But it would not be called by that dreaded word, "institution."

The old people's hotel would above all assure its guests freedom—freedom to come and go, freedom from regimentation. If a man wants to lie in bed mornings until 11, why should he not do so, instead of being routed out early for a breakfast he does not want?

► *Provide new kinds of jobs and services*

Our visiting nursing services will have to be enormously expanded to meet the demands made by old people in years to come. But other agencies will also have to come into being—homemaker services, for instance, which will send trained personnel at intervals to put the old person's house in order or shop for him. A service already in existence in some foreign countries and a few U.S. communities supplies a hot meal every day to the homebound. All such mass services for the old will expand into important businesses in the next decade.

Community centers and local park facilities must also be enlarged and re-equipped not only to take care of the increased number of old people but also to allow the young and old to commingle. This is essential if we are to teach the young about old age and make available to them the experience and skills of the old.

► *Spend our money on the aged more wisely*

We are taking care of our old people inefficiently, especially with regard to finances. Our problem is not *how much* we should spend but how to spend it most effectively, to provide the greatest good for the greatest number.

Some years ago I heard of a woman of 52 in New York City who had had arthritis since she was 28 and was bedridden; she had a husband

CONTINUED

LONELY AND BORED, OLD PEOPLE PASS THE TIME LISTLESSLY ON A ST. PETERSBURG, FLA. SIDEWALK, EMBODYING A FATE THAT DR. DACSO TELLS HOW TO AVOID





They can take it over the highway

Every part is premium quality! This diesel-powered INTERNATIONAL Truck is custom-built for over-the-highway operation. Short tilt-cab design and weight-saving chassis permit top payloads.



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On any route, savings are routine when you use INTERNATIONAL Trucks with Metro® Bodies. Walk-in, walk-through design saves time, effort. Factory-matched body and chassis last longer, save money.



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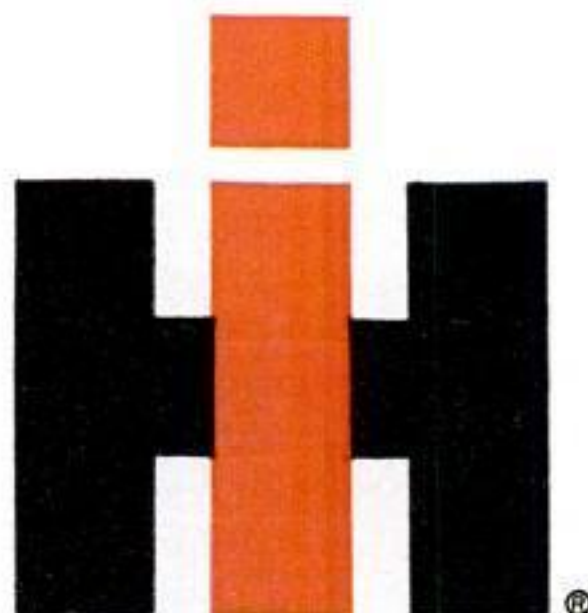
Left to right:
One of many INTERNATIONAL stake and platform models.
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Medium-duty INTERNATIONAL with stock-and-grain body.
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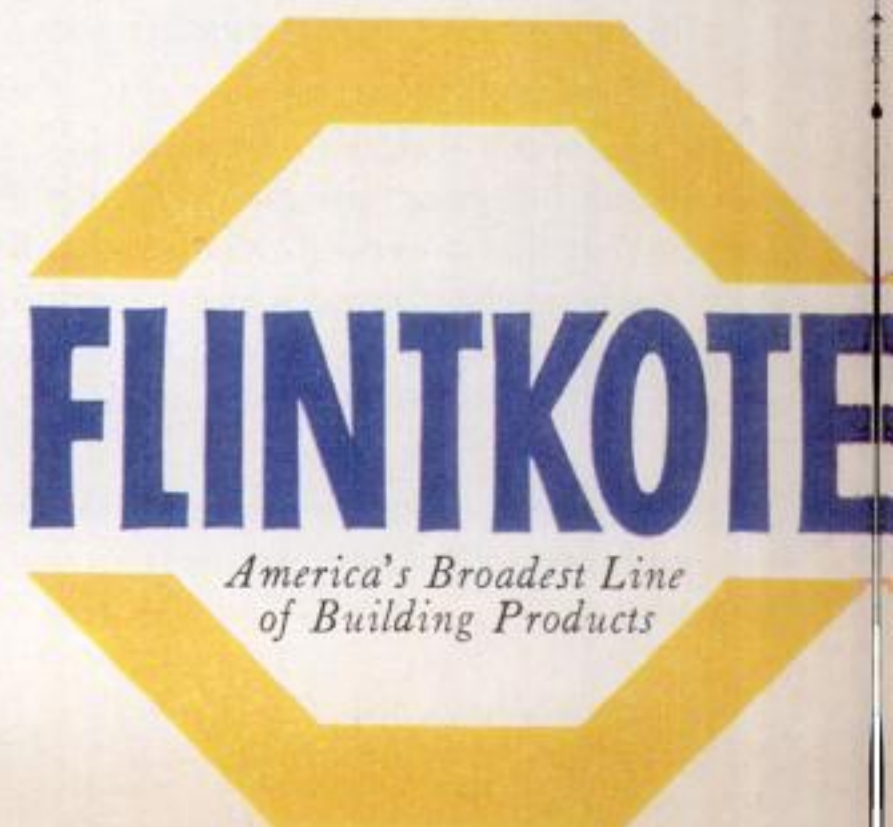
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LEARNING A NEW SKILL, a woodwind group rehearses in a bedroom at the Cold Spring Institute, a large private estate north of New York City where retired men and women are given opportunities to broaden their interests.

OLD AGE CONTINUED

and daughter who might have cared for her but they found it easier to let her stay in a hospital, and she had been there for a total of 8,400 days. Another case was that of a 67-year-old woman who had had a mild stroke and yet could walk perfectly well; she was eager to care for other, less fortunate patients and do chores, and yet she had been in the hospital 3,400 days. I also knew of a paraplegic of 66 who had spent almost 20 years in the hospital; he could get around easily in a wheel chair, and if he had been given the proper training he might have learned a useful trade. The cumulative cost to New York City of keeping these three was \$228,000. None of them really needed hospitalization.

Our task is not to raise more money. It is to unify our efforts instead of pulling separately in different, misguided directions at different levels. We are already supporting the old, but we are doing it at an unnecessarily high cost.

► *Be realistic about rehabilitation*

Although we can rehabilitate more people than we now are doing, we cannot expect to rehabilitate everyone. Rehabilitation means helping a disabled person cope effectively with the demands of everyday life. But even when rehabilitation is successful, some amount of disability remains. We must be prepared to accept modest returns. We must also assume that if anything *can* be done to salvage a human being it *must* be done.

► *Develop new markets for the aged*

A great many people should look upon old age in still another way. I refer to merchants, engineers and designers who should think of it as a new influence on their professions. Take the department store. Today it has a department for almost every age bracket from infants through "matrons." But how many have departments for old women? How many designers design clothes for the elderly? The old man can find suitable clothing without much trouble, but the old woman finds little that has taken her figure problem into account, and most of what she does find is dark and dismal. She still has her pride and she wants to wear something cheerful and appropriate.

One of the social problems of the old is that they cannot and do not like to move as fast as younger people. Many have the time and the means to travel, but they find many tours and trips too fast paced for them. There could be a flourishing market for tours designed primarily for the old, with sightseeing limited to a few hours a day and hotels selected for the attention they give to the aged.

Car manufacturers would do well to consider the old driver's problems, especially with regard to getting in and out of the vehicle. Manufacturers of some of the more outlandish modern chairs might watch a septuagenarian struggle to his feet from one of their products and thereupon do a little redesigning.

The investment banker can expect more and more business from the old, who present special investment problems because of a shorter life expectancy and a natural caution in financial affairs. So can the lawyer. Legal clinics might be set up to handle the particular problems of the aged.

► *The elderly must help themselves*

The old have great need for a sympathetic ear. This is often mistaken for nagging or complaining and results in the offender being carefully avoided by younger people. It is important, therefore, for the elderly

CONTINUED

Which skin problems do you "put up with"?



☐ Ammonia diaper rash



☐ Shaving Chafe



☐ Itches and prickles



☐ Underarm chafing



☐ Friction diaper rash



☐ "Perspiry" feet



☐ Burning feet



☐ Girdle chafe



☐ Heat rash

Get sure relief! Get the powder with **dual-antiseptic action!**

Johnson's Medicated Powder—with two antiseptics—offers truly effective relief from *all* these skin irritations.

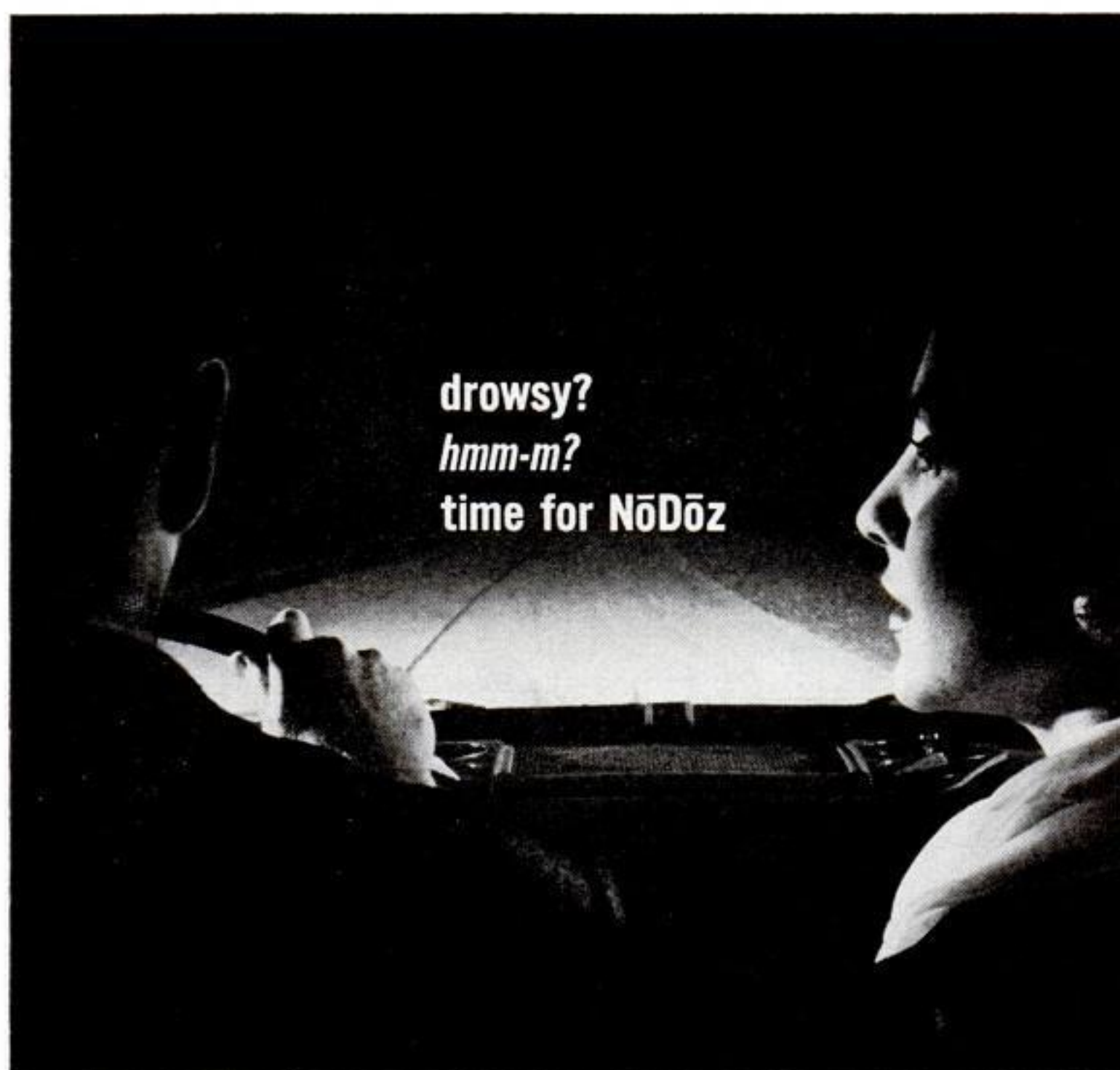
Johnson's "dual-antiseptic action" destroys more kinds of harmful skin bacteria than other medicated powders—promotes healing *instantly*. Regular use *prolongs* protection for hours.

Extra-absorbent formula. It quickly dries, soothes and freshens. Silky, pleasant, safe even for sensitive skin.

Be sure to get Johnson's for your family. Tests prove it's the *most effective medicated powder* you can buy.



NEW **Johnson's Medicated Powder**
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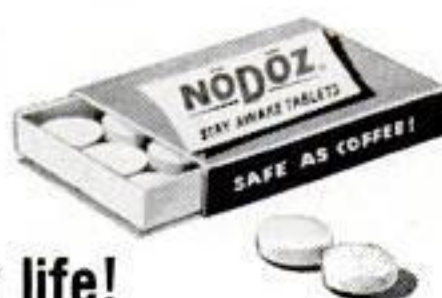


Millions of times a year safe NōDōz® keeps drivers awake

Fight "highway hypnosis" with NoDoz, the *safe* stay awake tablet. NoDoz guards you with caffeine—the same friendly stimulant you enjoy in coffee and tea. Faster, handier, more reliable. Non-habit-forming NoDoz delivers an accurate amount of safe stimulation to keep your mind and body alert when you drive, work, or study.

P.S. Play safe. Keep NoDoz handy. **It could save your life!**

NoDoz, the *safe* stay awake tablet • On sale everywhere • Another product of Grove Laboratories



VISITING NURSE in New York City gives an insulin shot to a housebound diabetic as a trainee watches. In the future, says Dr. Dasco, many more services of the kind must be provided for the elderly who are unable to leave home.

OLD AGE CONTINUED

person to try to understand the problems of those around him rather than complain about youth's "callousness." The "sweet" old man or woman is usually someone who simply lives thoughtfully and tolerantly because he has gone a long way toward adjusting himself to others.

The aged should avoid blaming all their troubles on their age. If an older person suddenly finds his life empty or his stamina impaired, he should seek help from a doctor or clergyman or a trusted friend. In that way he can make a new start toward self-sufficiency.

► *The government must help*

In our society the responsibility for taking care of the old person rests primarily with his family. If the family cannot fulfill this responsibility then it passes to the community, then to the state. Only as a last resort should the federal government step in.

Much is already being done on the federal level, of course, from the massive social security program and other benefit arrangements to the many studies on aging being sponsored by governmental agencies. Although many of these activities may have to be expanded in the future, it is difficult to set goals at the present time. But I believe there is one thing that both state and federal governments can do now. They can see to it that a sound concept of aging—taking the element of fear out of it and stressing the potential rewards—is presented throughout our educational system. The government could also encourage the whole population to consider how each citizen, in accordance with his own skill, can serve and assist the needs of this large new generation.

No one can solve today's age problem alone. Whatever action is taken at any level should be taken with the knowledge that the old do *not* need condescending treatment or special pity. They *do* need the same fulfillment of their needs required by any other age group, like kindergartners or young married couples.

Whatever we learn as a result of our efforts should be shared with the rest of the world through the World Health Organization and other international groups. It is not enough to treat only one nation, or one class, or one color. Old people throughout the world need help—and they will be needing it more and more.

SUN-DRIED LIPS

...soothing, fast relief for dry, sunburned and cracked, parched lips.

Makes all lips feel great!

Shrinks Hemorrhoids New Way Without Surgery

STOPS ITCH—RELIEVES PAIN

For the first time science has found a new healing substance with the astonishing ability to shrink hemorrhoids and to relieve pain—without surgery.

In case after case, while gently relieving pain, actual reduction (shrinkage) took place.

Most amazing of all—results were so thorough that sufferers made astonishing statements like "Piles have ceased to be a problem!"

The secret is a new healing substance (Bio-Dyne*)—discovery of a world-famous research institute.

This substance is now available in *suppository or ointment form* under the name *Preparation H*.* Ask for it at all drug counters—money back guarantee.*

NEW PROFESSIONAL TYPE MOTION-MASSAGE LOUNGES AND BELTS

DELUXE ACTION LOUNGE SPECIAL ACTION LOUNGE MASSAGE BELT

At leading stores. Write us for one nearest you.

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New PULVEX AEROSOL FLEA AND TICK KILLER

30 SECOND TREATMENT

PROTECTS 7 ways! KILLS fleas, ticks, lice, sticktites, sarcoptic mange. REPELS flies, gnats, mosquitoes, sand flies. DEODORIZES, too. Get PULVEX Aerosol Flea and Tick Killer at pet, drug and department stores.

SCIENCE DISCOVERS WAY TO "WIPE OFF" ATHLETE'S FOOT

New saturated pads wipe athlete's foot fungi from cracks between toes with prescription type, quick-drying lotion. Regular use effectively blocks re-infection.

New York, N. Y. (Medical Special) Now you can actually wipe off the fungi that cause itching, peeling, Athlete's Foot with a new kind of throw-away pads. The pads are saturated with a prescription type lotion that kills Athlete's Foot fungi on contact.

The active ingredients in the lotion are a combination of those prescribed by doctors, but until now not available in one formula. Athlex is more convenient than creams, powders or liquids. Just wipe between cracked, peeling toes and itching, peeling

and discomfort are relieved . . . literally wiped away. Then you throw the pad away. Painful, stubborn cases begin to heal instantly.

Your feet feel cool, comfortable, clean. When regularly used, after healing, re-infection is effectively blocked. This new way to wipe off Athlete's Foot and help keep it away is called Athlex. New Athlex Athlete's Foot pads are now available at all drug counters without prescription. **Associated Products, Inc., Chicago, Illinois.**

Next Week:

Many old and ill have a pitiable lot. Ways to rehabilitate them physically and mentally

OVER 27,000,000 SMART, THRIFTY WOMEN AGREE...

S&H Green Stamp Savers Come Out Dollars Ahead

"It's so true!"

.....says **MRS. DAVID BURKE KIBLER**,
Lakeland, Fla. housewife.

"Actually, I'm dollars ahead in two ways whenever I shop at Publix Markets and other fine stores that give S&H Green Stamps. First, I'm dollars ahead because these stores feature low prices. Then, I'm dollars ahead again when I redeem S&H Green Stamps for wonderful gifts."



Mrs. Kibler is shown with her daughters, Jaquelyn and Nancy, in the Florida Room of their attractive Lakeland home. Outside are her two sons, Thomas and David, relaxing in the sun on the terrace. Mr. Kibler is an attorney.

You can be dollars ahead, too!

1. DOLLARS AHEAD when you shop where S&H Green Stamps are given—because prices are low at fine stores and service stations that give S&H Green Stamps.

2. DOLLARS AHEAD AGAIN when you redeem S&H Green Stamps—because you get such wonderful gifts with S&H Green Stamps. Over 1500 famous brands to choose from.

3. AT YOUR S&H GREEN STAMP REDEMPTION STORE you're sure to get the gifts you want—when you want them!



Good Housekeeping
Guarantees Performance
of America's
Only Nationwide
Stamp Plan



Since 1896... America's Only Nationwide Stamp Plan

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THIS is no place for "second best"... is the place for Hellmann's

Ladies, circle the table, and have a bee. Set out Hellmann's®, and start to spread, on squares and triangles of brown and white bread. Different fillings make the pattern! Salami, sardines, eggs and cheese... anchovies, salmon, whatever you please! Name it!

new idea:
arrange
sandwiches
like a
patchwork quilt!

Hellmann's Real Mayonnaise makes them partners. For only Hellmann's joins so perfectly the friendly, country goodness of freshly-broken whole eggs, whipped and whirled to a do-si-do! Hellmann's is more than party fare—it's a daily family affair!



FLAVOR-FRESH, SMOOTH AND LIGHT... FAMOUS FOR WHOLE EGGS



DON JENNINGS OF LOS ANGELES UMPIRES A CLOSE FINISH BETWEEN 1926 ROADSTER AT LEFT AND 1913 ROADSTER. THE 1926 CAR WON BY HALF A LENGTH

A Beach Party for Model T Fans

The rules of the party stipulated that members should come in clothes that matched their autos. So, to go with the wire wheels, brass headlamps and ratcheted Klaxons of their ancient cars, the men wore skimmers, knee pants and striped, one-piece bathing costumes while the women came in ruffles, bloomers and tights. This was not a society of Stanley Steamer or Locomobile collectors but the Model T Club of Southern California whose members own and keep up Tin Lizzies. They were all out for a frolic on Malibu Beach.

As the men, who had tuned engines until they purred, held races on the sand, the girls compared costumes. Then they all danced fox trots and Charlestons to scratchy antique records and, having used up a lot of energy and spare parts, they chugged home single file to start making plans for their big excursion of 1960: a trip to Alaska. Proudest of all was Chris Egsgaard who won the races with his '26 roadster, the newest car there. Eying earlier models complacently, he sighed, "It pays to have modern equipment."



HAULING 1920 COUPE, which was too heavy for sand even with tires partly deflated, a gang of costumed merrymakers help owner Dale Weller out to road.

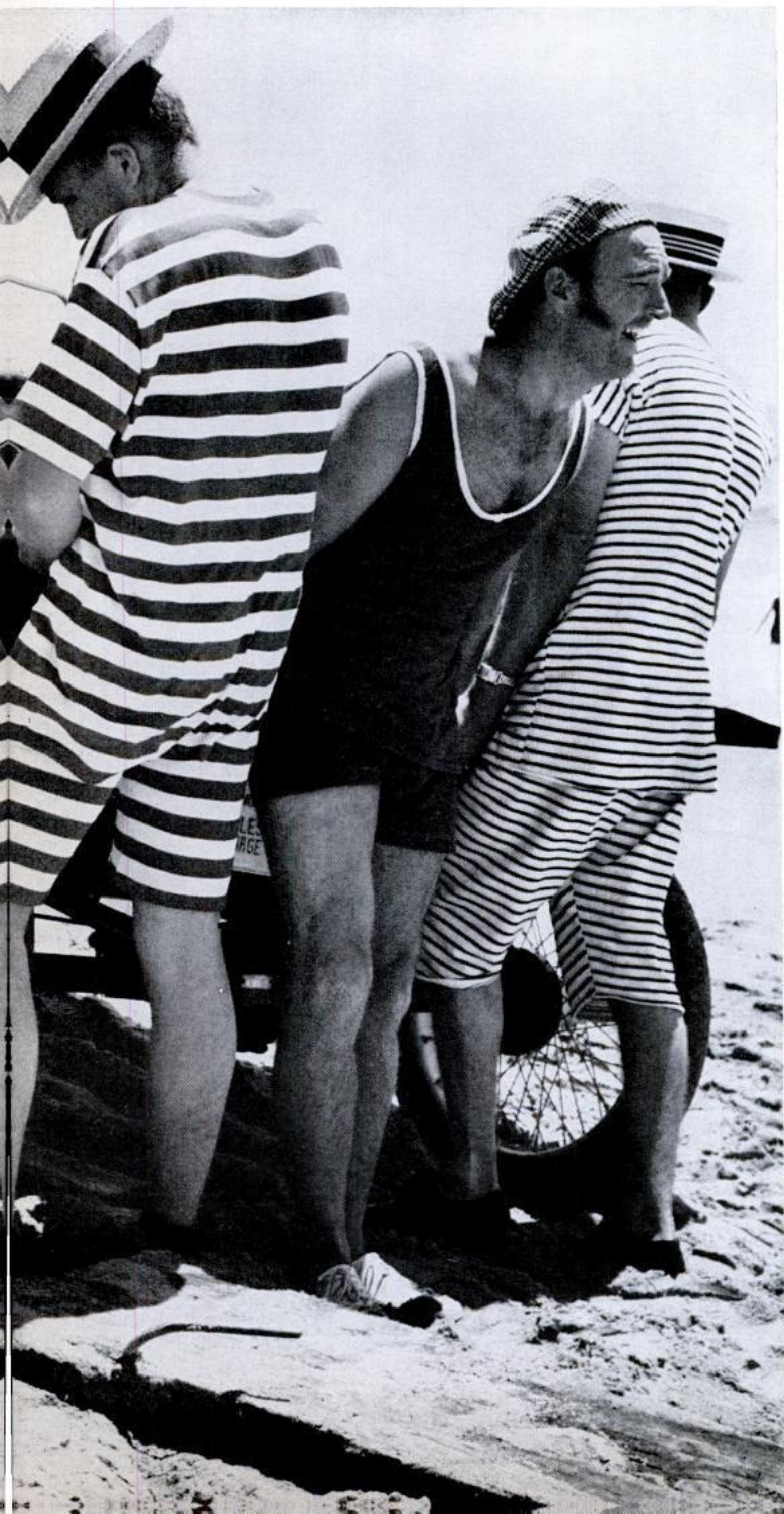
TRAVELING IN CONVOY, Model Ts file along beach after drive from Los Angeles. They travel this way so as to swap help and spare parts in breakdowns.



DOING CHARLESTON, couples dance to old record of *When You Were Blossom of Buttercup Lane*.

CHANGING FLAT Wendell Freer tightens wheel nut as friends double for jack by holding up his car.





FLIRTING IN SURF, Linda Freer, 18, wears dark stockings and top she copied from 1909 magazine. Her friend, Bruce Clark, 23, is in a 1913 swimsuit.



A CLASSIC SPECTACLE OF FLIGHT

A billowing brush fire in the parched hills of California's Hidden Valley brought Staff Photographer Phil Glickman on assignment from the Los Angeles *Examiner*. As he prepared to take a picture of the spectacular blaze which blackened more than 200 acres, Glickman got one of those unexpected assists from

nature that photographers often dream about but seldom see. Driven from its wooded sanctuary by the fire, a doe darted wildly across the open ground. Taken only two weeks ago, Glickman's picture of the frenzied animal and the terrifying beauty of nature on a rampage has already become a classic of its kind.



Another adventure in one of the 87 lands where Canadian Club is "The Best In The House"

Capsize or you've had it when this river goes underground

1. "A kayak trip down northern Italy's Sarca River is not for faint-hearts. When the river disappears beneath the rocks, you turn turtle or you pile up," writes an American friend of Canadian Club. "Overturning your kayak, you get a shock. The water is cold: 45 degrees. And it's 20 feet underground before there's any air space to get your breath, another 20 to daylight. Scary? You said it!"



2. "Capsizing my kayak as the overhead lowered, I heard my friend Guillermo shout 'Buona Fortuna!' Icy water closed over me, knocking my goggles askew. Then began the bottoms-up paddling to get through."



3. "I swallowed a lot of water before I could right my kayak and breathe fresh air again. Navigating the Sarca's underwater passage is a struggle all the way. The river's current is too weak to propel a man without a heap of work on his part."



4. "We'd earned a drink for our stunt and at Lake Garda we got our reward. The place: the Ristorante della Torre. The drink: Canadian Club!"

Why this whisky's worldwide popularity? Only Canadian Club has a distinctive flavor that captures in one great whisky the lightness of scotch and the smooth satisfaction of bourbon. That's why no other whisky in all the world tastes quite like it.

You can stay with it all evening long... in short ones before dinner, tall ones after. Canadian Club is made by Hiram Walker, distillers of fine whiskies for over 100 years. It's "The Best In The House" in 87 lands.

6 years old • 90.4 proof • Imported from Canada

Canadian Club

IMPORTED IN BOTTLE FROM CANADA BY HIRAM WALKER IMPORTERS, INC., DETROIT, MICH. BLENDED CANADIAN WHISKY.



MEN OF AMERICA:

ON VACATION, NEW YORK SUMMER FESTIVAL

*Live-action shots—
with Festival Queen
Charlene Hargrove at
the Statue of Liberty,
Rockefeller Center,
United Nations, Central
Park, Washington Square, and
Manhattan skyline at sundown.*



Summer festival! Manhattan sights!

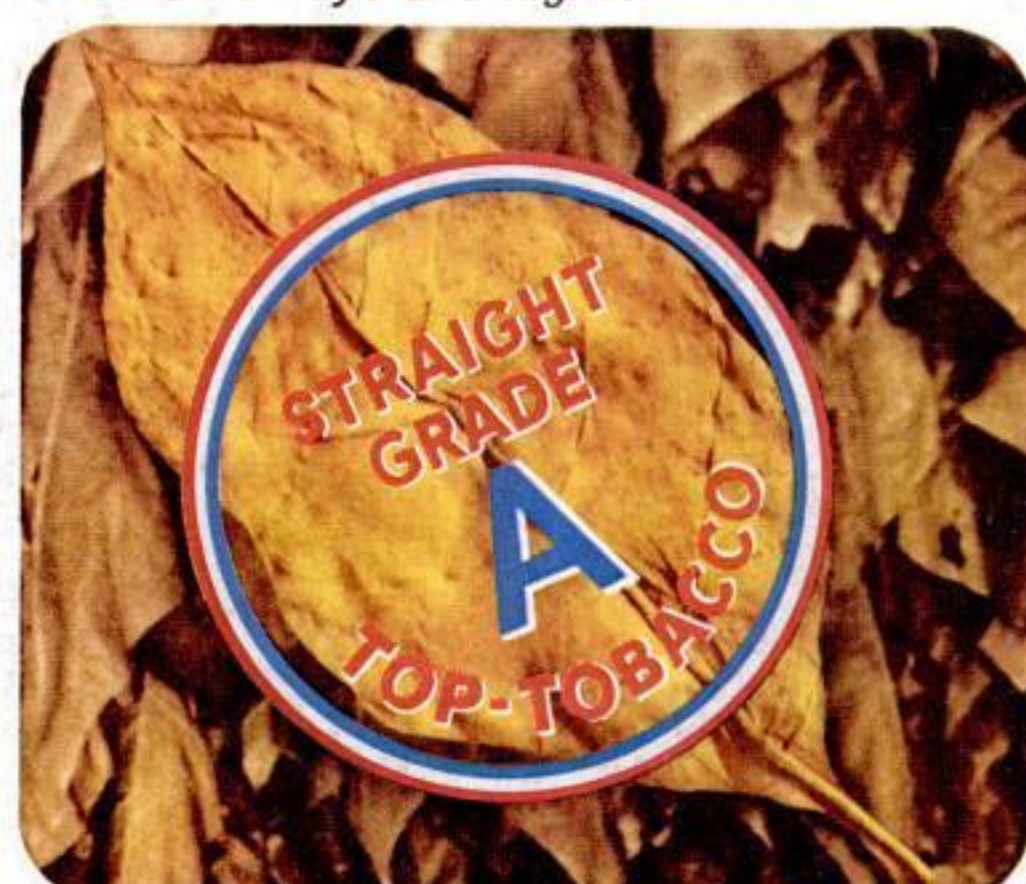
Famous landmarks! Gala days and nights!



*Make it part of
your vacation plan...*



*To take big pleasure when and where
you can... Chesterfield King!*



*Always top-tobacco, straight Grade-A,
Top-tobacco all the way!*



*This sun-drenched top-tobacco's
gonna mean...*



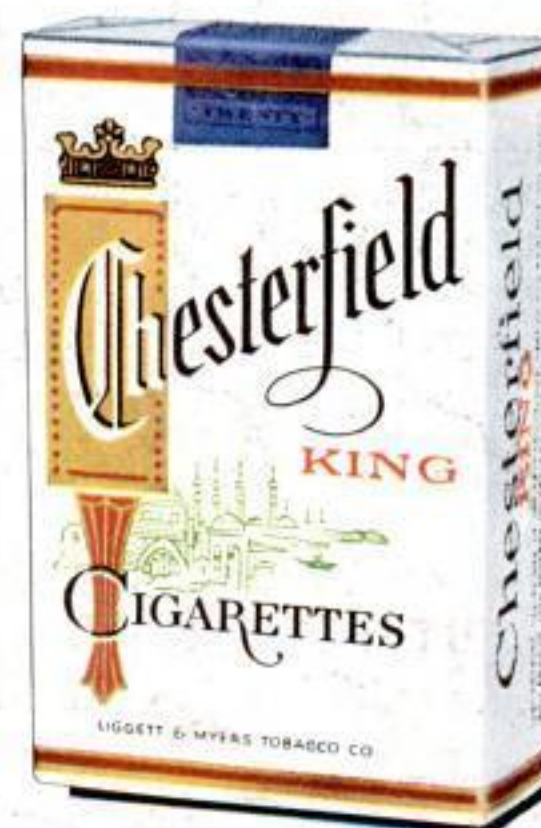
*That you're smokin' smoother
and you're smokin' clean!*



*Only top-tobacco, full king-size,
Gives the big clean taste that satisfies!*

*Join the men who know—***NOTHING SATISFIES
LIKE THE BIG CLEAN TASTE OF TOP-TOBACCO**

CHESTERFIELD



EXTRA LENGTH
top-tobacco
filter action...
tops in friendly
satisfaction

KING